

## Europe Sports Nutrition Market (2016 - 2022)

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### Abstracts

Sports nutrition products include sports drinks, supplements, and food that include protein powders, Isotonic drink powder, capsule/tablets (creatine/branched chain amino acids and others), supplement powder, ready-to-drink protein drinks, carbohydrate drinks, protein bars, carbohydrate/energy bars and other supplements. The aforementioned products ranges are majorly used by athletes and bodybuilders to improve the overall health, performance, and muscle growth. Athletes used sports drinks to replenish the water levels in their bodies. The nutritional supplements today are not only used by bodybuilders, but also by health-conscious people, and this population base is growing significantly.

Sports nutrition has extended far beyond endurance athletes and strength trainers, especially in Europe. Consumer's demand is increasing day by day for all type of performance related products that involves lifestyle, recreational, and others. The number of lifestyle and recreational users has been constantly increasing from last few years. Additionally, new products have been arriving globally with the nutritional outlook. Sports Powder, Sports Bars, Capsules, Tablets, and Drinks have become the recent trend in sports nutrition. In 2016, "there were around 58 % of new sports powder launches, sports bars accounted for 13.6%, sports drinks accounted for 6.2%, and others accounted for 7.8%".

The market for sports nutrition is segmented based on product types, users, distribution channels, and Country. Based on product types, it is segmented into protein powder, ISO drink powder, capsule/tablets (creatine, BCAA and others), supplement powder, RTD protein drinks, ISO & other sports drinks, carbohydrate drinks, protein bars, carbohydrate/energy bars and other supplements. ISO drinks segment has shown significant growth rate due to innovative product launches, and marketing tactics used by manufacturers. Based on Country, the market is segmented into Germany, U.K., France, Russia, Spain, Italy, and Rest of Europe.

Key market players profiled in the report are The Coca Cola Company, PepsiCo, Inc., Glanbia, Plc, Yakult, Post Holdings, Inc., Clif Bar & Company, Reckitt Benckiser Group plc, and Abbott Laboratories

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