

# LAMEA 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 range 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.

Changing lifestyle in developing countries has resulted in the significant growth in the number of health clubs & fitness centers. Increasing health awareness and need for adequate nutrition are some of the reasons for the growing demand for health clubs in the market. According to the annual report by American College of Sports Medicine (ACSM), in the coming years, it is expected that body weight training and High-intensity interval training (HIIT) would be most trending in the fitness centers.

The market for sports nutrition is segmented based on product types, users, distribution channels, and geography. 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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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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