

# North America 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.

People are getting more concern about their health and food. One of the biggest trends in U.S. is the healthy eating. As per the statics, "more than half of the U.S consumers reported that they always trying to eat healthy food. It is also recorded that people prefer restaurants that provides healthy options on their menu. In addition to this, young population is becoming more health conscious. As per the survey, 60,000 consumers in more than 60 nations revealed that younger consumer are more concerned about their health and diet plans.

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 U.S, Mexico, Canada, and Rest of North America.

Sports supplements are marketed in the form of capsules, pills, and powders and the

major categories are weight gainers, muscle builders, performance enhancers, and meal replacement powders. Meal replacement powders have gained prominence among the women, especially for weight loss and weight management reasons. Growing number of health clubs and fitness centers have further added to the market potential. Protein and carbohydrate bars have a relatively higher market penetration in the developed markets, as compared to developing regions.

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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