

# Sports Nutrition Market - Forecasts from 2019 to 2024

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## Abstracts

The global sports nutrition market is anticipated to reach US\$15.807 billion by 2024 from US\$10.524 billion in 2018 at a CAGR of 7.01% over the forecast period. The rising awareness towards a healthy diet and increasing number of fitness centers are driving the demand for the global sports nutrition market. Furthermore, the rising number of national and international sporting events is also increasing demand for the global sports nutrition market. The various international regulatory organizations in sports, doping, and drug monitoring are imposing lots of regulation on the level of the substrate in sports nutrition products. This is becoming a challenge for sports nutrition product manufacturers. The sports nutrition market has a huge opportunity in personalized body nutrients and replacing the normal diet as of portion. The required level of energy and electrolyte varies from person to person which is leaning sports nutrition manufacturer to invest more in research and developments of personalized body nutrients.

The global sports nutrition market has been segmented by product type (drinks, foods, supplements) and distribution channel (online, offline). The sports food market has a significant market share in the global sports nutrition market. The demand for protein and calorie constituent sports food is rising day by day in the global sports nutrition market. The sports drink market will grow at a significant growth rate owing to higher demand for animal-derived and plant-based protein constituent sports drink. Moreover, recent developments on sports drinks with natural ingredients, color and flavors are fuelling the demand for sports drink market. Furthermore, the higher promotional activities of sports drinks are helping to boost demand for this market. The advancement of digital technology and automation of logistics industry are helping online distribution channel of global sports manufacturer to deliver the product worldwide within a short span of time. Though, hypermarkets and supermarkets have significant market share in the global sports nutrition market, especially in developed countries like the USA, the UK, and Germany among others.

In terms of region, the global sports nutrition market has been classified into North America, South America, Middle East and Africa, Europe, and the Asia-Pacific. North America has substantial market share in the global sports nutrition market owing to the rising number of health club membership and annual fitness spending (according to International Health, Racquet & Sports Club Association). In addition, people in that region always try for experimenting with new products with new flavors which are helping the manufacturer to introduce new products in that region at first then other parts of the world. Some newly launched sports nutrition products in the USA are ON's Essential Amino Energy and Gatorade Gx among others. The Asia-Pacific region is projected to grow at a significant rate due to growing awareness for health and fitness, increasing number of global distributors and recent developments in contract food manufacturing in countries like India, and China.

This section analyses key players operating in the global sports nutrition market, their financials, products and services, key developments, and strategies. Some of the major players operating in the global sports nutrition market are Glanbia Plc, Hormel Foods Corporation, PepsiCo, Inc, Nestle S.A., and Yakult Honsha Co., Ltd. among others.

## Segmentation

The global sports nutrition market has been analysed through the following segments:

### By Product Type

Foods

Drinks

Supplements

### By User

Athletes

Bodybuilders

Lifestyle Users

### By Distribution Channel

Online

Offline

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

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Others

Middle East and Africa

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China

Japan

South Korea

India

Others

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