

Sports & Performance Nutrition Market Forecasts to 2034 – Global Analysis By Product Type (Protein Supplements, Energy Drinks & Beverages, Recovery Supplements, Pre-Workout Formulations, Endurance Formulations, Other Product Types), Ingredient Type, Consumer Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Sports & Performance Nutrition Market is accounted for \$48.6 billion in 2026 and is expected to reach \$101.2 billion by 2034 growing at a CAGR of 9.6% during the forecast period. Sports & Performance Nutrition encompasses products and dietary strategies designed to enhance athletic performance, endurance, muscle recovery, and overall physical fitness. These products include protein powders, energy drinks, amino acids, creatine supplements, hydration solutions, and performance-enhancing functional foods. Target consumers range from professional athletes to fitness enthusiasts and active lifestyle individuals. Formulations focus on optimizing macronutrient intake, improving recovery time, and supporting muscle growth.

Market Dynamics:

Driver:

Growth in fitness and athletic activities

Rising gym memberships and recreational sports foster reliance on protein powders, hydration drinks, and energy bars. Expanding awareness of performance nutrition

accelerates uptake across amateur and professional athletes. Corporate wellness initiatives propel investment in sports nutrition programs. Strong marketing campaigns highlight strength and stamina benefits, boosting visibility in retail and e-commerce. Growing preference for functional nutrition fosters substitution of conventional snacks with performance-focused products.

Restraint:

Safety concerns over supplement ingredients

Reports of contamination or banned substances constrain credibility. Limited regulatory oversight hampers confidence in premium pricing. Negative publicity around unsafe formulations degrades consumer confidence. Cultural resistance to synthetic supplements hampers uptake in conservative health markets. High skepticism around long-term safety constrains repeat purchases.

Opportunity:

Plant-based performance nutrition innovations

Advances in pea, soy, and hemp protein accelerate development of clean-label supplements. Strategic collaborations between startups and FMCG companies propel commercialization of vegan sports nutrition. Expanding investment in sustainable sourcing fosters breakthroughs in taste and texture. Rising consumer preference for eco-friendly diets accelerates uptake of plant-based offerings. Strong marketing campaigns propel awareness of vegan performance benefits. Overall, plant-based innovation is propelling new revenue streams and strengthening market competitiveness.

Threat:

Misinformation impacting consumer trust

Conflicting claims around supplement efficacy constrain willingness to substitute conventional diets. Limited awareness of scientific validation hampers credibility of premium offerings. Negative publicity around exaggerated marketing degrades consumer confidence. Cultural resistance to supplement use hampers uptake in conservative sports communities. High skepticism around unverified claims constrains repeat purchases.

Covid-19 Impact:

The Covid-19 pandemic accelerated demand for immunity-boosting and performance nutrition, fostering adoption across gyms, households, and sports organizations. Rising awareness of preventive health propelled reliance on protein and energy supplements. Lockdowns constrained in-person training, boosting short-term demand for home-based nutrition solutions. Supply chain disruptions slowed integration of advanced formulations. Recovery phases fostered renewed investment in plant-based and functional sports nutrition, accelerating adoption post-pandemic. Expanding e-commerce platforms accelerated visibility of sports nutrition products.

The protein supplements segment is expected to be the largest during the forecast period

The protein supplements segment is expected to account for the largest market share during the forecast period owing to growth in fitness and athletic activities accelerating reliance on protein powders and shakes for muscle recovery. Rising consumer preference for convenient formats fosters consistent adoption. Strong retail penetration accelerates visibility of protein supplements. Expanding investment in fortified formulations fosters breakthroughs in taste and nutrition. Strategic collaborations between FMCG companies and gyms propel commercialization. Growing awareness of protein's role in endurance fosters uptake across demographics.

The sports teams & organizations segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the sports teams & organizations segment is predicted to witness the highest growth rate as growth in fitness and athletic activities accelerates adoption of performance nutrition in professional and institutional settings. Rising prevalence of structured training programs fosters uptake of team-based nutrition solutions. Expanding investment in athlete wellness accelerates innovation in tailored supplements. Strategic partnerships between nutrition companies and sports organizations propel commercialization. Growing awareness of performance optimization fosters reliance on team-linked nutrition programs. Strong marketing campaigns accelerate visibility of institutional sports nutrition.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to growth in fitness and athletic activities boosting adoption across the United States and Canada. Strong healthcare and sports infrastructure fosters visibility of performance nutrition platforms. Established supplement companies accelerate commercialization of advanced formulations. Rising consumer preference for insured wellness programs fosters consistent demand. Strategic collaborations between startups and sports organizations propel innovation. Expanding e-commerce ecosystems accelerate accessibility of sports nutrition products.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR as growth in fitness and athletic activities accelerates adoption across China, India, Japan, and Southeast Asia. Rapid urbanization fosters rising participation in gyms and recreational sports. Government initiatives propel investment in wellness innovation and safety standards. Rising middle-class incomes accelerate willingness to pay for premium performance supplements. Expanding sports leagues foster visibility of nutrition programs across athletes. Strong marketing campaigns accelerate awareness of plant-based and functional sports nutrition.

Key players in the market

Some of the key players in Sports & Performance Nutrition Market include Glanbia Plc, Abbott Laboratories, Nestlé S.A., PepsiCo, Inc., The Coca-Cola Company, Herbalife Nutrition Ltd., Amway Corporation, MusclePharm Corporation, Optimum Nutrition, Inc., BSN (Bio-Engineered Supplements and Nutrition, Inc.), Red Bull GmbH, Monster Beverage Corporation, Clif Bar & Company, NOW Health Group, Inc. and The Hut Group plc.

Key Developments:

In August 2025, Glanbia reached an agreement to sell Body & Fit, its Benelux-based direct-to-consumer sports nutrition and supplements brand. The divestment was part of a US\$50 million cost savings program, allowing Glanbia to streamline operations and focus on higher-margin nutrition businesses.

In July 2025, Abbott expanded its sports nutrition outreach through the Real Madrid Summer Tour in the U.S., integrating nutrition education and product sampling for athletes and fans. This expansion reinforced Abbott's strategy of combining clinical

nutrition expertise with performance sports partnerships.

Product Types Covered:

- Protein Supplements
- Energy Drinks & Beverages
- Recovery Supplements
- Pre-Workout Formulations
- Endurance Formulations
- Other Product Types

Ingredient Types Covered:

- Protein-Based Ingredients
- Amino Acids
- Creatine & Performance Enhancers
- Carbohydrate Blends
- Botanical & Natural Extracts
- Other Ingredient Types

Consumer Types Covered:

- Professional Athletes
- Fitness Enthusiasts
- Bodybuilders

Recreational Users

Other Consumer Types

Distribution Channels Covered:

Specialty Nutrition Stores

Supermarkets & Hypermarkets

Online Retail

Fitness Centers & Gyms

Other Distribution Channels

End Users Covered:

Individual Consumers

Sports Teams & Organizations

Fitness Clubs

Institutional Buyers

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as

per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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