

Europe Sports Nutrition Market Size and Forecast (2021 - 2031) Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Supplements (Powders, Tablets & Capsules, Gummies, and Others), Bars, RTD Beverages, and Others], Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others), and Country

<https://marketpublishers.com/r/ED8959EA7E98EN.html>

Date: June 2024

Pages: 107

Price: US\$ 3,550.00 (Single User License)

ID: ED8959EA7E98EN

Abstracts

The Europe sports nutrition market size is projected to reach US\$ 10.79 billion by 2031 from US\$ 5.32 billion in 2023. The market is expected to register a CAGR of 9.3% during 2023–2031.

There is an increase in the prevalence of health conditions such as diabetes and obesity in Europe region. According to the WHO, obesity and overweight affect almost 60% of adults and nearly one in three children in the WHO European Region. Also, recent estimates suggest that obesity and overweight are the fourth most common risk factors for noncommunicable diseases (NCDs) in the Europe region, after high blood pressure and dietary risks. With the rising health awareness and the increasing focus on a better physical appearance, consumers are increasingly shifting toward a healthy lifestyle with engagement in physical fitness activities. In addition, various policies are being implemented to provide opportunities and encourage greater physical activity, and improve the availability, affordability, and accessibility of healthy foods. Several sports events are also taking place across the region, such as the London Marathon, IAAF World Championships, and Tour de France, resulting in increased involvement of youth in sports activities. Thus, the increasing adoption of sports activities leads to a rising

demand for sports nutrition products, including protein powders, protein bars, and sports supplements, by athletes to increase their overall performance, especially during games and workouts.

With the growing demand for sports nutrition products, key players are taking various strategic initiatives to differentiate themselves from their competitors. Several manufacturers are launching innovative products. For instance, in 2024, the UK-based sports nutrition brand SCI-MX added a new clear whey protein isolate to its line-up of high-protein products.

Various manufacturers in the sports nutrition market are engaged in collaborations with athletes to expand their customer base, which is further boosting the growth of the sports nutrition market in Europe. For instance, in August 2023, ahead of the Paris 2024 Olympic Games, VOW Nutrition, a sports nutrition brand, collaborated with Team GB as the Official Nutrition Licensee. Such celebrity endorsement plays a vital role in boosting the sales of sports nutrition products.

Based on product type, the Europe sports nutrition market is segmented into supplements, bars, RTD beverages, and others. Supplements segmented is further categorized into powders, tablets & capsules, gummies, and others. The supplements segment holds a significant market share in 2023. Sports supplements are designed to provide an energy boost, enhance performance, and aid endurance throughout the workout or sports activities of the consumers. These performance-enhancer sports supplements, including powders, gummies, tablets, capsules, and others, are in high demand among athletes and bodybuilders.

Based on distribution channel, the market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. Online retail segmented expected to register highest CAGR in the Europe sports nutrition market. Online retailers are likely to increase their sales and profits faster than retail shops, as selling online offers the advantage of being open 24x7. During the COVID-19 pandemic, online retail channels gained popularity as they offered home delivery services. Further, international brands are encouraging customers to purchase sports nutrition products by establishing European e-commerce platforms.

Glanbia plc, NOW Foods, Garden of Life, PepsiCo Inc., Quest Nutrition LLC, Abbott Laboratories, Amway Corp, GNC Holdings, LLC, Worldwide Sport Nutritional Supplements, Inc., Herbalife Nutrition Ltd. are among the key players operating in the Europe sports nutrition market.

The overall Europe sports nutrition market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs; business development managers; market intelligence managers; national sales managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the Europe sports nutrition market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. EUROPE SPORTS NUTRITION MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors/Retailers

5. EUROPE SPORTS NUTRITION MARKET – KEY MARKET DYNAMICS

- 5.1 Europe Sports Nutrition Market – Key Market Dynamics

5.2 Market Drivers

5.2.1 Rising Engagement of Consumers in Physical Fitness Activities

5.2.2 Increasing Strategic Initiatives by Key Players

5.3 Market Restraints

5.3.1 Potential Side-Effects of Sports Supplements

5.4 Market Opportunities

5.4.1 Favorable Government Initiatives Supporting Sports Activities

5.5 Future Trends

5.5.1 Preference for Sports Nutrition Products with Vegan and Organic Claims

5.6 Impact of Drivers and Restraints:

6. EUROPE SPORTS NUTRITION MARKET ANALYSIS

6.1 Europe Sports Nutrition Market Revenue (US\$ Million), 2021–2031

6.2 Europe Sports Nutrition Market Forecast and Analysis

7. EUROPE SPORTS NUTRITION MARKET ANALYSIS – BY PRODUCT TYPE

7.1 Supplements

7.1.1 Overview

7.1.2 Supplements: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

7.1.3 Powders

7.1.3.1 Overview

7.1.3.2 Powders: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

7.1.4 Tablets and Capsules

7.1.4.1 Overview

7.1.4.2 Tablets and Capsules: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

7.1.5 Gummies

7.1.5.1 Overview

7.1.5.2 Gummies: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

7.1.6 Other Supplements

7.1.6.1 Overview

7.1.6.2 Other Supplements: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

7.2 Bars

7.2.1 Overview

7.2.2 Bars: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

7.3 RTD Beverages

7.3.1 Overview

7.3.2 RTD Beverages: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

7.4 Others

7.4.1 Overview

7.4.2 Others: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

8. EUROPE SPORTS NUTRITION MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

8.1 Supermarkets and Hypermarkets

8.1.1 Overview

8.1.2 Supermarkets and Hypermarkets: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

8.2 Specialty Stores

8.2.1 Overview

8.2.2 Specialty Stores: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

8.3 Online Retail

8.3.1 Overview

8.3.2 Online Retail: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

8.4 Others

8.4.1 Overview

8.4.2 Others: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

9. EUROPE SPORTS NUTRITION MARKET – COUNTRY ANALYSIS

9.1 Europe

9.1.1 Europe Sports Nutrition Market Breakdown by Countries

9.1.2 Europe Sports Nutrition Market Revenue and Forecast and Analysis – by Country

9.1.2.1 Europe Sports Nutrition Market Revenue and Forecast and Analysis – by

Country

9.1.2.2 Germany: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.2.2.1 Germany: Europe Sports Nutrition Market Breakdown by Product Type

9.1.2.2.2 Germany: Europe Sports Nutrition Market Breakdown by Distribution

Channel

9.1.2.3 France: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.2.3.1 France: Europe Sports Nutrition Market Breakdown by Product Type

9.1.2.3.2 France: Europe Sports Nutrition Market Breakdown by Distribution

Channel

9.1.2.4 Italy: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.2.4.1 Italy: Europe Sports Nutrition Market Breakdown by Product Type

9.1.2.4.2 Italy: Europe Sports Nutrition Market Breakdown by Distribution Channel

9.1.2.5 United Kingdom: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.2.5.1 United Kingdom: Europe Sports Nutrition Market Breakdown by Product Type

9.1.2.5.2 United Kingdom: Europe Sports Nutrition Market Breakdown by Distribution Channel

9.1.2.6 Spain: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.2.6.1 Spain: Europe Sports Nutrition Market Breakdown by Product Type

9.1.2.6.2 Spain: Europe Sports Nutrition Market Breakdown by Distribution Channel

9.1.2.7 Romania: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.2.7.1 Romania: Europe Sports Nutrition Market Breakdown by Product Type

9.1.2.7.2 Romania: Europe Sports Nutrition Market Breakdown by Distribution

Channel

9.1.2.8 Hungary: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.2.8.1 Hungary: Europe Sports Nutrition Market Breakdown by Product Type

9.1.2.8.2 Hungary: Europe Sports Nutrition Market Breakdown by Distribution

Channel

9.1.2.9 Rest of Europe: Europe Sports Nutrition Market – Revenue and Forecast to 2031 (US\$ Million)

9.1.2.9.1 Rest of Europe: Europe Sports Nutrition Market Breakdown by Product Type

9.1.2.9.2 Rest of Europe: Europe Sports Nutrition Market Breakdown by Distribution Channel

10. COMPETITIVE LANDSCAPE

10.1 Heat Map Analysis

10.2 Company Positioning and Concentration

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 New Product Launches

11.3 Partnership

12. COMPANY PROFILES

12.1 Glanbia Plc

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 NOW Foods

12.2.1 Key Facts

12.2.2 Business Description

12.2.3 Products and Services

12.2.4 Financial Overview

12.2.5 SWOT Analysis

12.2.6 Key Developments

12.3 Garden of Life LLC

12.3.1 Key Facts

12.3.2 Business Description

12.3.3 Products and Services

12.3.4 Financial Overview

12.3.5 SWOT Analysis

12.3.6 Key Developments

12.4 PepsiCo Inc

12.4.1 Key Facts

- 12.4.2 Business Description
- 12.4.3 Products and Services
- 12.4.4 Financial Overview
- 12.4.5 SWOT Analysis
- 12.4.6 Key Developments
- 12.5 Quest Nutritional LLC
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 Abbott Laboratories
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments
- 12.7 Amway Corp
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services
 - 12.7.4 Financial Overview
 - 12.7.5 SWOT Analysis
 - 12.7.6 Key Developments
- 12.8 GNC Holdings, LLC
 - 12.8.1 Key Facts
 - 12.8.2 Business Description
 - 12.8.3 Products and Services
 - 12.8.4 Financial Overview
 - 12.8.5 SWOT Analysis
 - 12.8.6 Key Developments
- 12.9 Worldwide Sport Nutritional Supplements, Inc.
 - 12.9.1 Key Facts
 - 12.9.2 Business Description
 - 12.9.3 Products and Services
 - 12.9.4 Financial Overview
 - 12.9.5 SWOT Analysis

12.9.6 Key Developments

12.10 Herbalife Nutrition Ltd.

12.10.1 Key Facts

12.10.2 Business Description

12.10.3 Products and Services

12.10.4 Financial Overview

12.10.5 SWOT Analysis

12.10.6 Key Developments

13. APPENDIX

13.1 About The Insight Partners

I would like to order

Product name: Europe Sports Nutrition Market Size and Forecast (2021 - 2031) Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Supplements (Powders, Tablets & Capsules, Gummies, and Others), Bars, RTD Beverages, and Others], Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others), and Country

Product link: <https://marketpublishers.com/r/ED8959EA7E98EN.html>

Price: US\$ 3,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/ED8959EA7E98EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970