

# **Middle East & Africa Sports Nutrition Market Forecast to 2031 - Regional Analysis - by Product Type [Supplements (Powders, Tablets & Capsules, Gummies, and Others), Bars, RTD Beverages, and Others], and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Middle East & Africa sports nutrition market was valued at US\$ 444.15 million in 2023 and is expected to reach US\$ 872.42 million by 2031; it is estimated to record a CAGR of 8.8% from 2023 to 2031.

### **Preference for Sports Nutrition Products with Vegan and Organic Claims Bolsters Middle East & Africa Sports Nutrition Market**

The increasing number of vegan consumers worldwide boosts the demand for sports nutrition products with vegan, organic, and plant-based ingredients. The growing awareness of plant-based sports nutrition products being nutritious than traditional products is expected to propel the demand for plant-based sports nutrition products over the forecast period. These products contain collagen, minerals, low fat content, higher antioxidants, and higher amounts of carbohydrates that help improve the overall performance of athletes. Carbohydrates act as a primary fuel utilized during intense workouts, making it a significant ingredient in sports nutrition products.

To keep up with the growing trend of organic and vegan diets, several companies are engaged in launching and expanding their plant-based sports nutrition products in the market. For instance, in December 2023, Aminolabs announced the launch of Vital Pro

XP, a plant-based protein powder, to cater to its vegan consumer base of athletes and fitness enthusiasts. Additionally, in August 2023, PB2 Foods, Inc expanded its protein bar product line by launching PB2 performance plant-based protein bars made with non-GMO ingredients and kosher in two different flavors: chocolate almond and chocolate peanut butter. Several developments taking place to cater to the growing demand for vegan and organic sports nutrition products is expected to boost the sports nutrition market during the forecast period.

## Middle East & Africa Sports Nutrition Market Overview

Kuwait, Qatar, Egypt, Nigeria, Morocco, and Bahrain are the key countries in the Rest of Middle East & Africa sports nutrition market . The region is witnessing a surge in rising diabetes and obesity among consumers. For instance, according to the International Diabetes Federation, the Middle East & Africa are expected to record 136 million diabetic patients by 2045 in the region. Due to the rising health concerns among consumers, there is a rising engagement in sport activities and workouts in the region. This increased physical activities among consumers is expected to increase the demand for sports nutrition products among fitness enthusiasts and athletes in the Middle East & Africa during the forecast period.

## Middle East & Africa Sports Nutrition Market Revenue and Forecast to 2031 (US\$ Million)

### Middle East & Africa Sports Nutrition Market Segmentation

The Middle East & Africa sports nutrition market is segmented based on product type, distribution channel, and country. Based on product type, the Middle East & Africa sports nutrition market is segmented into supplements, bars, RTD beverages, and others. The supplements segment held the largest market share in 2023.

Based on distribution channel, the Middle East & Africa sports nutrition market is segmented into supermarkets & hypermarkets, specialty stores, online retail, and others. The specialty stores segment held the largest market share in 2023

Based on country, the Middle East & Africa sports nutrition market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa sports nutrition market share in 2023.

Glanbia Plc; NOW Foods; Garden of Life LLC; PepsiCo Inc; Abbott Laboratories; Amway Corp; GNC Holdings, LLC; and Herbalife Nutrition Ltd are some of the leading players operating in the Middle East & Africa sports nutrition market.

#### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Middle East & Africa Sports Nutrition Market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Middle East & Africa Sports Nutrition Market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Middle East & Africa market trends and outlook coupled with the factors driving the Middle East & Africa Sports Nutrition Market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

#### The List of Companies - Middle East & Africa Sports Nutrition Market

Glanbia Plc

NOW Foods

Garden of Life LLC

PepsiCo Inc

Abbott Laboratories

Amway Corp

GNC Holdings, LLC

Herbalife Nutrition Ltd.

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