

North America 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 North America sports nutrition market was valued at US\$ 12,875.43 million in 2023 and is expected to reach US\$ 23,504.34 million by 2031; it is estimated to record a CAGR of 7.8% from 2023 to 2031.

Rising Engagement of Consumers in Physical Fitness Activities Fuels North America Sports Nutrition Market

There is an increase in the prevalence of health conditions such as diabetes and obesity worldwide. According to the WHO, as of 2022, 2.5 billion adults were overweight, out of which 890 million adults suffered from obesity. Owing to 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, several sports events taking place across the globe, such as the Super Bowl, Asian Games, FIFA World Cup, and Olympics, result in increased involvement of youth in sports activities. Thus, increasing adoption of sports activities lead to a rising demand for sports nutrition products, including protein powders, protein bars, and sports supplements, by the athletes to increase their overall performance, especially during the games and workouts.

The increasing number of fitness enthusiasts is further leading to the launch of several fitness centers, gyms, and sports clubs globally. Also, since the pandemic, there is a rise in population using fitness apps and taking online courses for fitness activities. This increase in fitness lifestyle results in a rise in demand for sports nutrition products, such as protein powders and other sports supplements, to enhance overall performance and energy efficiency during workouts. Moreover, social media is playing a crucial role in influencing wide range of audience to adopt healthy lifestyle and supporting their journey of fitness goals. Exercise, workout, and food ideas are accessible through platforms such as YouTube, Instagram, and Facebook which further grabs the attention of consumers in physical fitness activities. Thus, the increasing engagement of consumers in physical fitness activities augments the demand for sports nutrition products worldwide.

North America Sports Nutrition Market Overview

There is an increased health awareness among consumers in the US market due to the high prevalence of chronic diseases and diabetes in the country. For instance, according to the US Department of Commerce, as of November 2023, over 37 million Americans were diagnosed with gestational Type 1 or Type 2 diabetes. Such health concerns give rise to several fitness trends such as home gym, wearable technology, and others. The practice of home gym started post pandemic which forced the consumers to start workouts from the comfort of their own homes. In addition, wearable technology such as smartwatches that track daily steps and workouts influence the consumers towards a healthy lifestyle. Such inclination of the consumers towards a healthy and fit lifestyle drives the demand for sports nutrition products in the country. To meet this growing demand, several key market players in the country are focusing on expanding their footprints by unveiling new products in the sports nutrition market. For instance, in October 2023, PB2 Foods, Inc. entered the protein bar segment after the launch of PB2 Performance Plant-Based Protein Bars in almond and peanut butter flavors.

North America Sports Nutrition Market Revenue and Forecast to 2031 (US\$ Million)

North America Sports Nutrition Market Segmentation

The North America sports nutrition market is segmented based on product type, distribution channel, and country. Based on product type, the North America 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 North America 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 North America sports nutrition market is segmented into the US, Canada, and Mexico. The US dominated the North America sports nutrition market share in 2023.

Glanbia Plc; NOW Foods; Garden of Life LLC; PepsiCo Inc; Quest Nutritional LLC; Abbott Laboratories; Amway Corp; GNC Holdings, LLC; Worldwide Sport Nutritional Supplements, Inc; and Herbalife Nutrition Ltd are some of the leading players operating in the North America 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 North America 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 North America 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 North America market trends and outlook coupled with the factors driving the North America 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 - North America Sports Nutrition Market

Glanbia Plc

NOW Foods

Garden of Life LLC

PepsiCo Inc

Quest Nutritional LLC

Abbott Laboratories

Amway Corp

GNC Holdings, LLC

Worldwide Sport Nutritional Supplements, Inc

Herbalife Nutrition Ltd.

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