

# **South & Central 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 South & Central America sports nutrition market was valued at US\$ 986.72 million in 2023 and is expected to reach US\$ 1,860.86 million by 2031; it is estimated to record a CAGR of 8.3% from 2023 to 2031.

### **E-commerce and Direct-to-Consumer Sales Fuels South & Central America Sports Nutrition Market**

The growth of e-commerce and direct-to-consumer (DTC) sales presents a significant opportunity for the sports nutrition market. As online shopping continues to gain popularity, brands can reach a global audience more efficiently, providing convenience and accessibility to consumers. E-commerce platforms allow sports nutrition companies to bypass traditional retail channels, which reduces overhead costs and increases profit margins.

DTC sales enable companies to build stronger relationships with their customers by gaining deeper insights into their preferences and purchasing behaviors. This data can be used to offer personalized products and targeted marketing strategies, which enhance customer satisfaction and loyalty. Additionally, DTC brands can provide exclusive deals, subscriptions, and product bundles, creating a unique value proposition

for consumers.

Social media and partnerships with influencers are also crucial in driving e-commerce sales. Fitness influencers and athletes promote products to a highly engaged audience, which not only boosts brand awareness but also fosters a sense of community around the brand.

As consumers increasingly prioritize convenience, personalized experiences, and high-quality sports nutrition products, the e-commerce and DTC model are becoming an essential avenue for market growth and innovation.

### South & Central America Sports Nutrition Market Overview

In Brazil, the majority of the Brazilian population is either engaged in the gym and fitness or sports activities such as football, volleyball, and basketball. The increasing concerns about leading a healthy life have surged the demand for sports nutrition products such as whey protein powder to fulfill the energy requirements before a game or a workout session. In addition, several government programs and initiatives promoting the sports engagement of the people drive the demand for sports nutrition products in Brazil. For instance, in May 2024, the government of Brazil launched the Est? Tudo Pronto campaign promoting its candidacy to host the women's football World Cup in 2027.

### South & Central America Sports Nutrition Market Revenue and Forecast to 2031 (US\$ Million)

### South & Central America Sports Nutrition Market Segmentation

The South & Central America sports nutrition market is segmented based on product type, distribution channel, and country. Based on product type, the South & Central 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 South & Central 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 South & Central America sports nutrition market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the

South & Central America sports nutrition market share in 2023.

Glanbia Plc; NOW Foods; PepsiCo Inc; Abbott Laboratories; Amway Corp; GNC Holdings, LLC; and Herbalife Nutrition Ltd are some of the leading players operating in the South & Central 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 South & Central 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 South & Central 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 South & Central America market trends and outlook coupled with the factors driving the South & Central 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 - South & Central America Sports Nutrition Market

Glanbia Plc

NOW Foods

PepsiCo Inc

Abbott Laboratories

Amway Corp

GNC Holdings, LLC

Herbalife Nutrition Ltd.

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