

Sports Nutrition Market Size, Trends, Analysis, and Outlook By Sports Supplements (Protein Supplements, Vitamins, Minerals, Amino Acids, Probiotics, Omega -3 Fatty Acids, Carbohydrates, Detox Supplements, Electrolytes, Others), By Sports Drinks (Isotonic, Hypotonic, Hypertonic), By Sports Food (Protein Bars, Energy Bars, Protein Gel), By Formulation (Tablets, Capsules, Powder, Softgels, Liquid, Others), By Sales Channel (Direct Selling, Chemist/Pharmacies, Health Food Shops, Hyper Markets/Super Markets, E-commerce), By Consumer Group (Children, Adults, Geriatric), by Region, Country, Segment, and Companies, 2024-2030

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Abstracts

The global Sports Nutrition market size is poised to register 7.67% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Sports Nutrition market across By Sports Supplements (Protein Supplements, Vitamins, Minerals, Amino Acids, Probiotics, Omega -3 Fatty Acids, Carbohydrates, Detox Supplements, Electrolytes, Others), By Sports Drinks (Isotonic, Hypotonic, Hypertonic), By Sports Food (Protein Bars, Energy Bars, Protein Gel), By Formulation (Tablets, Capsules, Powder, Softgels, Liquid, Others), By Sales Channel (Direct Selling, Chemist/Pharmacies, Health Food Shops, Hyper Markets/Super Markets, E-commerce), By Consumer Group (Children, Adults, Geriatric).

The Sports Nutrition market is witnessing robust growth, driven by the increasing popularity of fitness and sports activities, growing consumer awareness of nutrition's role in performance optimization, and rising demand for functional food and beverage products. Sports nutrition products such as protein supplements, energy bars, amino acids, and sports drinks are designed to enhance athletic performance, support muscle recovery, and promote overall health and well-being. With factors such as changing lifestyles, rising disposable incomes, and the emergence of niche consumer segments driving the market, sports nutrition brands, dietary supplement manufacturers, and fitness enthusiasts are embracing innovative formulations, clean label ingredients, and personalized nutrition solutions. With ongoing trends towards plant-based proteins, sustainable packaging, and digital health technologies, the market for sports nutrition is poised for further expansion, offering opportunities for product innovation, market differentiation, and global market penetration.

Sports Nutrition Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Sports Nutrition market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Sports Nutrition survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Sports Nutrition industry.

Key market trends defining the global Sports Nutrition demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Sports Nutrition Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Sports Nutrition industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion

into these niche segments. The report presents the market size outlook across segments to support Sports Nutrition companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Sports Nutrition industry

Leading Sports Nutrition companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Sports Nutrition companies.

Sports Nutrition Market Study- Strategic Analysis Review

The Sports Nutrition market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Sports Nutrition Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Sports Nutrition industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

Sports Nutrition Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

North America Sports Nutrition Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Sports Nutrition market segments. Similarly, Strong end-user demand is encouraging Canadian Sports Nutrition companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Sports Nutrition market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Sports Nutrition Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Sports Nutrition industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Sports Nutrition market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Sports Nutrition Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Sports Nutrition in Asia

Pacific. In particular, China, India, and South East Asian Sports Nutrition markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

Latin America Sports Nutrition Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Sports Nutrition Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Sports Nutrition market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Sports Nutrition.

Sports Nutrition Market Company Profiles

The global Sports Nutrition market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Abbott, BA Sports Nutrition, Cardiff Sports Nutrition, Cliff Bar, Iovate Health Sciences, Jacked Factory, MusclePharm, Orgain, PepsiCo, Post Holdings, Quest Nutrition, The Bountiful Company, The Coca-Cola Company

Recent Sports Nutrition Market Developments

The global Sports Nutrition market study presents recent market news and

developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Sports Nutrition Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Sports Supplements

Protein Supplements

-Egg Protein

-Soy Protein

-Pea Protein

-Lentil Protein

-Hemp Protein

-Casein

-Quinoa Protein

-Whey Protein

-Whey Protein Isolate

-Whey Protein Concentrate

Vitamins

Minerals

-Calcium

-Potassium

-Magnesium

-Iron

-Zinc

Amino Acids

-BCAA

-Aspartate

-Glutamine

-Beta Alanine

-Creatine

-L-carnitine

Probiotics

Omega -3 Fatty Acids

Carbohydrates

-Maltodextrin

-Dextrose

-Waxy Maize

-Karbolyln

Detox Supplements

Electrolytes

Others

By Sports Drinks

Isotonic

Hypotonic

Hypertonic

By Sports Foods

Protein Bars

Energy Bars

Protein Gel

By Formulation

Tablets

Capsules

Powder

Softgels

Liquid

Others

By Sales Channel

Brick & Mortar

-Direct Selling

-Chemist/Pharmacies

-Health Food Shops

-Hyper Markets/Super Markets

E-commerce

By Consumer Group

Children

Adults

Geriatric

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Abbott

BA Sports Nutrition

Cardiff Sports Nutrition

Cliff Bar

Iovate Health Sciences

Jacked Factory

MusclePharm

Orgain

PepsiCo

Post Holdings

Quest Nutrition

The Bountiful Company

The Coca-Cola Company

Formats Available: Excel, PDF, and PPT

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- Whey Protein
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- Whey Protein Concentrate
- Vitamins
- Minerals
 - Calcium
 - Potassium
 - Magnesium
 - Iron
 - Zinc
- Amino Acids
 - BCAA
 - Aspartate
 - Glutamine
 - Beta Alanine
 - Creatine
 - L-carnitine
- Probiotics
- Omega -3 Fatty Acids
- Carbohydrates
 - Maltodextrin
 - Dextrose
 - Waxy Maize
 - Karbolyln
- Detox Supplements
- Electrolytes
- Others
- By Sports Drinks
 - Isotonic
 - Hypotonic
 - Hypertonic
- By Sports Foods
 - Protein Bars
 - Energy Bars

Protein Gel

By Formulation

Tablets

Capsules

Powder

Softgels

Liquid

Others

By Sales Channel

Brick & Mortar

-Direct Selling

-Chemist/Pharmacies

-Health Food Shops

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- The Bountiful Company
- The Coca-Cola Company

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