

Sports Nutrition in Switzerland

Market Direction | 2022-09-20 | 24 pages | Euromonitor

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Report description:

Similar to trends seen in weight management and wellbeing, sports nutrition is benefiting from consumers trying to make up for the time spent in lockdowns during the pandemic. As consumers are no longer cooped up at home, they are embracing more active and out-of-home lifestyles, including sporting activities and working out in gymnasiums. Within this environment, there is a rising demand for products which help to support consumers' workouts and exercise goals, such as those which increase ener...

Euromonitor International's Sports Nutrition in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Sports Non-Protein Products, Sports Protein Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sports Nutrition market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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SPORTS NUTRITION IN SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sports nutrition benefits from health and wellbeing trends as a higher number of consumers take up regular exercise

Widening distribution supports growing mass consumer appeal

Specialists regain traction and e-commerce continues to establish itself, especially for repeat sales

PROSPECTS AND OPPORTUNITIES

Widening awareness and distribution will support sales over the forecast period

Domestic Sponsor Sport Food maintains company lead, whilst Active Nutrition's PowerBar shows rising competition

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