

## **Sports Nutrition in Thailand**

Market Direction | 2022-10-07 | 25 pages | Euromonitor

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### **Report description:**

Restrictions on the use of gyms and fitness centres negatively impacted demand for sports nutrition during 2020 and 2021, while fewer people are also participating in outdoor exercise and team sports due to social distancing measures. As fears around COVID-19 soften and government eases its restrictions people are beginning to resume their normal activities and are spending more time exercising and taking part in outdoor activities like jogging, hiking and cycling, as well as returning to gyms a...

Euromonitor International's Sports Nutrition in Thailand 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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SPORTS NUTRITION IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return of sport and exercise activities supports a return to growth, with social media platforms also helping to drive interest in sports nutrition

New product developments help fuel interest and demand with products tailored to the needs of different consumers

Increasing reliance on social media and e-commerce to promote and sell products

PROSPECTS AND OPPORTUNITIES

Burgeoning health and fitness trend bodes well for sports nutrition

Product innovations to continue as players eye expansion opportunities

Sports nutrition likely to face stiff competition from high-protein packaged food and beverages

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