

Sports Nutrition in the Philippines

Market Direction | 2022-10-07 | 22 pages | Euromonitor

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Report description:

One of the major changes seen in the behaviour of Philippine consumers in response to the COVID-19 pandemic and, in particular, the imposition of quarantine lockdowns and social distancing protocols, has been the increased interest in physical exercise. For much of 2020 and during early 2021 however, all gyms, sports clubs and fitness centres in the Philippines were required to remain closed due to social distancing regulations. This meant that many consumers were forced to resort to home...

Euromonitor International's Sports Nutrition in Philippines 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 THE PHILIPPINES

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising interest in sports and fitness pushes demand for sports nutrition products in 2022

Demand for natural energy boosters impacts development and innovation, as immune system health proves central concern

Sports nutrition products fare well in e-commerce channel

PROSPECTS AND OPPORTUNITIES

Consumer base to continue expanding beyond athletes and bodybuilders, with players to adapt and innovate to cater to more diverse demand

Sports nutrition products likely to become status symbols among some consumers

Rising health awareness and impact of beauty culture offer some potential for further growth

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