

Sports Nutrition in Australia

Market Direction | 2022-11-15 | 25 pages | Euromonitor

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Report description:

Health-conscious Australians continue to follow fitness regimes, thus supporting the further growth of sports nutrition in 2022. Convenience is key in sports nutrition and protein/energy bars and other fortified snacks are capitalising on this trend. For example, leading category player Vitaco Health continues to extend into healthy snacks under its brand Aussie Bodies, with the launch of products such as Lo Sugar Protein Clusters in 2022. Similarly, local player Muscle Nation has added to its p...

Euromonitor International's Sports Nutrition in Australia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

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List Of Contents And Tables

SPORTS NUTRITION IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Expansion further blurs the line between sports nutrition and functional foods

Intensifying competition in fragmented landscape with private label looking to expand its presence

E-commerce continues to gain share within sports nutrition with wide product offer and competitive prices

PROSPECTS AND OPPORTUNITIES

Lines to continue blurring between sports nutrition and functional foods

Rising prices and supply chain disruption could slow growth, but overall demand will continue to rise

Sports nutrition to increasingly push boundaries

CATEGORY DATA

Table 1 Sales of Sports Nutrition by Category: Value 2017-2022

Table 2 Sales of Sports Nutrition by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Sports Nutrition: % Value 2018-2022

Table 4 LBN Brand Shares of Sports Nutrition: % Value 2019-2022

Table 5 Forecast Sales of Sports Nutrition by Category: Value 2022-2027

Table 6 Forecast Sales of Sports Nutrition by Category: % Value Growth 2022-2027

CONSUMER HEALTH IN AUSTRALIA

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 Life Expectancy at Birth 2017-2022

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2017-2022

Table 10 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 12 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 14 Distribution of Consumer Health by Format: % Value 2017-2022

Table 15 Distribution of Consumer Health by Format and Category: % Value 2022

Table 16 □Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

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