

## **Sports Nutrition Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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### **Report description:**

The Global Sports Nutrition Market is projected to witness a CAGR of 12.5% over the next five years.

One of the main drivers propelling the market is an increase in consumer inclination for a healthy, active lifestyle. Additionally, it is anticipated that the rise would be fueled by young consumers making fitness a major aspect of their lifestyle and by consumers' rising acceptance of protein supplements. While Sports nutrition solutions are created to restore nutrients lost during exercise and to make it simpler to achieve fitness goals. Sports beverages, energy bars, and protein powder are a few of the top sports nutrition products. It's crucial to fuel the body properly for athletic performance, especially when it comes to fats, proteins, and carbohydrates that help keep the body's energy levels up. Since carbohydrates are the main source of energy for working muscles, it's critical to consume enough of them to avoid muscular tiredness. Similarly, Protein is essential for constructing new muscle tissue and can be utilized as an energy source.

Whereas, Fatty acids from fats can be used as an energy source, especially if the workouts take longer than an hour. Additionally, fats serve as the building blocks for the production of hormones and cell membranes. Therefore, The consumption of sports nutrition products has increased among consumers, because of increased health awareness and rising disposable income levels of consumers. Thus, the growth rate of the sports nutrition market is rising. Indulgence in buying and product knowledge are the key factors driving the growth rate. The sports supplement segment occupied a major share due to the increased regularized usage of sports nutrition products by sportspersons in the form of supplements. The growing variety for different body types, where the consumers get to use the products depending upon their needs and taste is one such factor that stimulates the market growth.

### Sports Nutrition Market Trends

#### Rising Consumer Engagements in Fitness Clubs

Consumers these days are more conscious about their health, for instance, the majority of the German population is a member of

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fitness clubs. Sports nutrition products have increasingly gained popularity, mainly among athletes and individuals involved in vigorous physical activities. The growing emphasis on staying healthy and in shape and rising participation in sports, health clubs, sports clubs, and gyms. These are some of the key drivers contributing to the growth of the sports nutrition industry.? The United States has the most fitness clubs in the world, whereas, Brazil is the second-largest country to have a maximum number of gyms which is followed by Mexico. Due to the rising concerns of consumers regarding their health the fitness club penetration rate is also rising, for example, various studies have depicted that in the United States, 18.6% of the whole population are members of various fitness clubs. Two billion adults globally are considered to be overweight. For instance, According to Global Health Service Monitor 2021, the biggest health problem faced by citizens from 30 different countries stated that obesity came in fifth place, trailing COVID-19, cancer, mental health, and stress.

### Asia-Pacific is the Fastest-growing Market

The changing lifestyles of consumers in the Asia-Pacific region, particularly in countries like India and China, are paving the way for sports nutrition food as a convenient food choice to satiate hunger and provide nutrition after sports or exercise. Thus, the involvement of consumers in sports is one of the major reasons for driving the sports nutrition market. The rising snacking trend among the health-conscious consumers of the country drives the demand for sports food, especially energy and protein bars. ?As these products directly relate to RTE foods, it eventually saves time for consumers. Fitness enthusiasts in the region are also driving the market with their varied demands, such as muscle development, stamina enhancement, and body-fat reduction, among others, thus enabling players to enter the sports nutrition market, which also attracts other consumers of different ages, thus the demand for sports nutrition is significantly rising in this region.

### Sports Nutrition Market Competitor Analysis

The sports nutrition market is highly competitive, with the presence of various international and domestic players. The giants of the global market are progressively relying on product innovation as the most adopted strategy. Extensive investments in R&D have been witnessed in the past years, which led to the introduction of numerous new products in the market. Moreover, the players are also extensively focusing on providing consumers with innovative offerings while including functional benefits. The major players in the sports nutrition market are Glanbia PLC, PepsiCo Inc., MusclePharm Corporation, The Coca-Cola Company, Clif Bar & Company, Multipower, etc.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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