

## **Germany Sports Nutrition Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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### **Report description:**

The German Sports Nutrition Market is witnessing a CAGR of 8.3% during the forecast period (2022-2027).

The COVID-19 crisis has significantly affected the market. There was a change in the behavior of the consumers. Consumers prefer healthy products which will boost their immune systems. The major reason for the consumers to do so was to avoid the effect of the virus. Due to the closures of several retail stores, shopping malls, hypermarkets/supermarkets, etc., the consumers preferred the e-commerce websites for purchasing these products. Glanbia plc, one of the major players in this segment, has witnessed an organic growth in sales by 34% during fiscal 2021.

The involvement of the government in various sports events is also encouraging the millennials to participate in sports activities, which is eventually dragging the per capita spending towards the market.

The rising demand for a healthier lifestyle among consumers is one of the major reasons for the that is elevating the growth of the sports nutrition market in the country.

### **Germany Sports Nutrition Market Trends**

#### **Increasing Number of Fitness Clubs**

With the rising number of health-conscious consumers in the country, the demand for fitness activities is also rising. This is because of the fact that fitness activities can help in the reduction of stress and promote good blood circulation in the body, which will keep the individual safe from several diseases. Thus sports activities will lead to the breakdown of tissue and energy. Thus,

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consumers prefer sports nutrition to boost their energy and to fulfill the nutrition required by the body. There is a growing demand for sports nutrition products in the country. The German sports nutrition market has been driven by the widespread penetration of sports nutrition products in the past few years. With the increase in shelf space of health-promoting products, the demand for sports and dietary supplements has gained retail space in the market. Nutraceutical products are gaining prominence among millennials, with rising demand for more targeted health solutions.

#### Increased Demand for Sports Drinks

Sports drinks are dominating the market. This is because of the convenience in consumption of the product, as the drinks product are easy to consume without any additional instruments. Moreover, the demand for sports drinks is also rising as consumers these days prefer healthier products rather than sugary and carbonated drinks. Thus sports drinks are gaining popularity mainly amongst young athletes and individuals who are involved in various physical activities. The Sports drink market is getting an exponential benefit from the millennial generation, owing to these consumers' inclination toward fitness, sports more buying capacity, and willingness to pay for health products. The rising number of working professionals also consume these drinks or carry these drinks with them. This is mainly to exclude the use of non-healthy drinks, as these sports drinks help them to sustain energy during working hours. Therefore, the demand for sports drinks is increasing rapidly, which is elevating the market significantly.

#### Germany Sports Nutrition Market Competitor Analysis

Germany's Sports Nutrition market is fragmented with the presence of several players. The prominent players in Germany Sports Nutrition Market include Glanbia plc, Pepsico Inc, Clif Bar Company, nu3 GmbH, and Squeezy Sports Nutrition GmbH. Key players are focusing on product development and product innovation to meet the consumer's needs by offering a variety in taste and product quality to maintain premiumization. Some of the major players use mergers and acquisitions as their key strategy. The strategy to follow mergers and acquisitions by these top players is to sustain and secure a leading position in the industry. This will enable the companies to maintain dominance over other players, and the companies can remain a strong competition for other players in the market.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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