

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

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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### **Report description:**

The European sports nutrition market is projected to register a CAGR of 8.4% during the forecast period (2023 - 2028).

Although the COVID-19 pandemic continues to transform the growth of various industries, the immediate impact of the outbreak is varied. While a few players, like Glanbia PLC, registered a drop in demand and revenue (around 8.9%), numerous others remained unaffected and showed promising growth opportunities. Consumers have become more health-conscious and aware due to the impact of the pandemic. Hence, one of the major factors driving this growth is an increase in the demand for various protein bars, dietary supplements, and sports drinks among core users and non-traditional users.

Over the medium term, sports nutritional products, which were once classified as a niche category designed particularly for athletes and professional full-time sports personnel, have been gaining immense popularity even among the generic health-conscious population. The market is witnessing high demand from diverse consumer groups, as regular exercisers and everyday consumers are looking for an extra boost in their workouts. Customers who are recreationally active are opting for other kind of sports nutrition products to complement their workout sessions and get purified nutrients effective in producing the desired physique. Therefore, the advances in sports nutrition products are one of the major factors driving the market. The market is also driven by the widespread penetration of these products over the past few years. The products that were once available in dedicated fitness products shops have made their way to convenience and pharmaceutical stores.

### Europe Sports Nutrition Market Trends

#### Increase Interest in Fitness-focused Lifestyles

Sports nutrition has become mainstream over the past decade with an increasing interest in health, fitness, and well-being. Currently, sports nutrition products are increasingly being used by recreational sports enthusiasts to aid post-workout recovery and meet their nutritional needs amid busy lifestyles. European consumers are gaining awareness regarding the fundamental

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need for nutrition and proactive steps that can be taken to prevent chronic ailments and attain higher well-being. This rising awareness is expected to boost the demand for dietary supplements and functional food and beverages under the sports nutrition category during the forecast period. The increasing number of health clubs and fitness centers in the market is expected to aid the growth of the market studied, as they help promote the awareness of sports nutrition products. The rising trend of consuming sports nutrition products for treating various mineral and vitamin deficiencies is also expected to augment the growth of the sports nutrition market in Europe.

#### Increasing Consumption of Plant-based Nutrition

The European plant-based nutrition market recorded rapid growth in the past few years due to increasing consumer interest in alternative proteins and non-animal-based food products. The United Kingdom is the largest market for plant-based food in Europe. Plant-based food is considered a healthy alternative and the most preferred source of protein for consumers seeking to include a good proportion of protein in their diet. It is also experiencing great demand among consumer groups like millennials, athletes, and bodybuilders. Alternative plant-based meat is gaining market space in the United Kingdom, as consumers have reduced their meat consumption to support plant-based alternatives, positively impacting the annual spending on meat substitute products. The demand for plant-based meat and meat products in the country is increasing at a high rate. In this category, companies are also innovating new ingredients that can provide an authentic meaty taste, such as jackfruit, pea, and leghemoglobin.

#### Europe Sports Nutrition Market Competitor Analysis

The European sports nutrition market is highly competitive. The leading players in the sports nutrition market enjoy a dominant presence in the region, with brand loyalty being a high-impact factor and the quality of ingredients being a prime parameter. Companies like Glanbia PLC, PepsiCo Inc., Atlantic Multipower Germany GmbH (Atlantic Grupa DD), Clif Bar, and MusclePharm Corp. are focusing on quality, which plays a pivotal role in brand positioning. The market is also highly competitive, with multiple regional and international players. As a result, major players are trying to diversify their portfolios to differentiate themselves from their industry rivals through product innovations, partnerships, mergers and acquisitions, and expansions.

#### Additional Benefits:

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

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