

Pre-Workout Supplements Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The Global Pre-Workout Supplements market was valued at USD 18,266.65 million in 2021, and it is projected to reach a CAGR of 4.78% during the forecast period (2022-2027).

The government imposed lockdowns as a result of the COVID-19 pandemic led to a growing number of consumers taking up exercise routines at home to stay physically fit. This factor resulted in a growing demand for nutritional products to enhance performance, coupled with growing awareness among consumers on the need for workout supplements, which has been driving the demand for pre-workout supplements.

Major consumers of pre-workout supplements include athletes and bodybuilders. However, the consumption of pre-workout supplements has been consistently rising among casual users for recreational and lifestyle purposes, owing to increased health awareness and rising disposable income among consumers.

Specialty stores were the most prominent distribution channel, offering greater visibility and a wider assortment of related products. For instance, some specialty stores provide a separate shelf for protein-rich products. Owing to their tailor-made approach and products catering to targeted consumers, the demand for specialty food, beverage, and supplements prompt enhanced sales through specialty stores.

However, the lack of proper regulatory frameworks in emerging economies and the lack of awareness about side effects are projected to restrain the market's growth potential over the forecast period.

Pre-Workout Supplements Market Trends

Growing Influence of Healthy Lifestyle Trends and Rising Number of Non-Traditional Users

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While athletes and bodybuilders are the prime consumers of pre-workout products, the market has been witnessing a rise in the number of recreational and lifestyle users. Changes in lifestyle and a rise in disposable incomes in countries such as China and India are driving factors for the growth of the consumer base in the market. Additionally, increasing awareness about the benefits of nutrition-based pre-workout products has accelerated the growth of the pre-workout products industry.

Athletes and active adults have been incorporating pre-workout supplements in their daily diets to achieve different fitness goals, such as gaining lean mass and improving body composition. These products also reduce physical fatigue, injury, and delayed recovery effects that can impact an athlete's performance.

Furthermore, modern consumers and traditional users have demonstrated a keenness to exercise regularly, especially in light of the COVID-19 pandemic, which led to social distancing norms, resulting in extended periods of 'work-from-home' measures in the initial months of the pandemic. Thus, the sales of pre-workout supplements sharply rose as many consumers paid more attention to their fitness and well-being.

Furthermore, the rise of social media has also influenced the industry. An increase in social media influencers has impacted consumers, especially Millennials, who now have a higher desire to look and feel good, which has led to more time spent working out. Consumers have increased their consumption of pre-workout supplements to ensure better efficiency and results while working out, thereby driving the market's growth.

Asia-Pacific is the Largest Market

Over the past few years, pre-workout supplements products have gained significant popularity in the Asia-Pacific region, mainly among athletes and other individuals involved in vigorous physical activities. Growing consumer demand for pre-workout supplements to ensure elevated energy levels and an optimum workout session has fostered the market's growth in this region.

Over recent years, health clubs and fitness centers have witnessed consistent growth due to increasing health concerns and changes in consumer lifestyles. According to data from the International Health, Racquet & Sportsclub Association (IHRSA), in 2020, China and South Korea had the most health clubs in the region, at 27,000 and 6,590, respectively. Japan and India followed with 4,950 and 3,813 health clubs in the same year.

Most health clubs sell protein supplements, nutrition bars, energy drinks, and other pre-workout products to cater to the requirements and preferences of members. Additionally, some health clubs hire dietitians to assist consumers with selecting these products. Therefore, pre-workout supplements have witnessed an increase in popularity and demand, directly related to the growing number of health centers and fitness clubs across the region, as these function as primary distribution channels for these products.

Thus, the growing emphasis on staying healthy and in shape, rising participation in sports, and growing membership numbers at health clubs, sports clubs, and gyms are some of the key factors influencing the growth of the pre-workout supplements industry in this region.

Pre-Workout Supplements Market Competitor Analysis

The Global Pre-Workout Supplements Market is fragmented and comprises numerous regional and international competitors. The market's major players are indulging in strategies like product innovation, mergers and acquisitions, geographical expansions, and partnerships to establish a strong consumer base and, in turn, an esteemed position in the market. Some leading players in the market include Herbalife Nutrition Ltd., Amway, QNT S.A., Nutrabolt, and Glanbia PLC, among others.

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The market estimate (ME) sheet in Excel format
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