

Sports Nutrition in Lithuania

Market Direction | 2023-10-03 | 21 pages | Euromonitor

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Report description:

Sports nutrition is gaining ground in 2023, with sales benefiting from lifting all COVID-19 restrictions, seeing consumers returning to an increasingly active lifestyle. In addition, interest in health and sports is continuing to increase and find new audiences, and as such, more active lifestyles are gaining popularity. There are more consumers entering areas such as long-distance running, CrossFit and weight lifting, boosting sales of sports nutrition.

Euromonitor International's Sports Nutrition in Lithuania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

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SPORTS NUTRITION IN LITHUANIA

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2023 DEVELOPMENTS

Positive results as the interest in active lifestyles increase

Protein bars are enjoyed as snacks, even by those who do not exercise

Small players account for the largest value share, as local manufacturers remain key

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