

## **Sports Nutrition in Sweden**

Market Direction | 2023-10-03 | 22 pages | Euromonitor

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### **Report description:**

Sports nutrition continued to see positive growth in constant value terms in 2023. The culture of going to the gym plays a significant role in generating demand for these products, as such venues also serve as important points of sale. As lives returned to normal, more consumers began going to the gym in order to lose weight, increase their level of fitness and achieve a more desired body form. This trend was bolstered by the effects of the COVID-19 crisis which led to a growing interest in prev...

Euromonitor International's Sports Nutrition in Sweden 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 SWEDEN

KEY DATA FINDINGS

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Burgeoning gym culture boost sales of sports nutrition products

Protein enters the mainstream

E-commerce remains vitally important, due to popularity of bulk purchasing

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