

## **Sports Nutrition in Malaysia**

Market Direction | 2023-10-19 | 24 pages | Euromonitor

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### **Report description:**

Sports nutrition continued to see dynamic growth in constant value terms in 2023, as consumers returned to their active lifestyles. Sales also benefited from opening of more gyms and fitness centres, following the ending of various pandemic-related restrictions. These included new concepts like Smart Gym, unveiled by Engage Fitness, an unmanned gym outlet that operated 24/7 and which harnessed the latest AI technology, including facial recognition for quick and easy access. These factors served...

Euromonitor International's Sports Nutrition in Malaysia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SPORTS NUTRITION IN MALAYSIA

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