

Sports Nutrition in Kenya

Market Direction | 2024-01-12 | 21 pages | Euromonitor

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Report description:

In Kenya, sports nutrition is rapidly advancing and enjoyed robust current value growth in 2023. This momentum is driven by the rising health and wellness trend, with individuals increasingly acknowledging the importance of a healthy lifestyle and physical fitness. This growing awareness has prompted consumers to actively seek products that align with their fitness goals. Among these health conscious consumers, sports nutrition products are perceived as valuable complements to a healthy lifestyle...

Euromonitor International's Sports Nutrition in Kenya report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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 KENYA

KEY DATA FINDINGS

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Healthy lifestyles and access to gyms contribute to growth

High-income groups are primary consumers of sports nutrition

Sports nutrition limited by its niche status

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