

Sports Nutrition in Thailand

Market Direction | 2024-01-25 | 23 pages | Euromonitor

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Report description:

Sports nutrition products enjoyed dynamic growth in current value terms in 2023. As fears surrounding COVID-19 eased, consumers returned to their normal activities, including taking part in physical exercise. This included outdoor sports, like jogging, hiking and cycling, as well as revisiting gyms and fitness centres. This resurgence in physical activity contributed to a significant recovery in the demand for sports nutrition products, with consumers being eager to get back in shape after a per...

Euromonitor International's Sports Nutrition in Thailand 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.

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 THAILAND

KEY DATA FINDINGS

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Return of sport and exercise activities and rising influence of social media platforms help to drive interest in sports nutrition

New product development helps fuel consumer demand

Increasing reliance on social media to promote and sell products

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