

Sports Nutrition in Brazil

Market Direction | 2024-03-18 | 30 pages | Euromonitor

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Report description:

Sports nutrition is set to be a standout growth category within consumer health in Brazil in 2023, expected to maintain its third consecutive year of over 20% growth in current value terms. The pursuit of a healthier lifestyle is a significant driving force behind this success. Sports protein products continues to play a pivotal role in this landscape, accounting for approximately two thirds of overall sales in sports nutrition in Brazil. Protein-enriched products have been experiencing rapid gr...

Euromonitor International's Sports Nutrition in Brazil 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 BRAZIL

KEY DATA FINDINGS

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Strong growth for sports nutrition, driven by a wider consumer base embracing a healthier lifestyle

Cross-industry competition increases in response to the blurring wellness concept

Sports nutrition products gain shelf space in grocery retailers

PROSPECTS AND OPPORTUNITIES

Tax reform, the recovery of purchasing power, and the search for healthier lifestyles set to lead to double-digit growth rates

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