

Sports Nutrition in China

Market Direction | 2024-09-18 | 21 pages | Euromonitor

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Report description:

As the pandemic has ended, Chinese consumers are gradually resuming their fitness habits, and sales of sports nutrition are expected to continue to grow in 2024, with high single-digit retail current value growth expected. Specifically, while sports protein powder is set to maintain dynamic value growth, even more significant growth is anticipated for sports non-protein functional products, such as those aimed at enhancing endurance, accelerating recovery, and boosting immunity. These products n...

Euromonitor International's Sports Nutrition in China 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 CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports nutrition is becoming more functional

Sports nutrition products specifically for outdoor activities an increasing trend

Retail e-commerce remains the dominant sales channel for sports nutrition

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Natural and organic ingredients represent a significant direction for the future development of sports nutrition

Ready-to-drink (RTD) sports protein is poised to emerge as a significant opportunity in the near future

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