

Sports Nutrition in New Zealand

Market Direction | 2024-09-18 | 22 pages | Euromonitor

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Report description:

Sports nutrition is set to maintain solid retail volume and current value growth rates in New Zealand in 2024. However, with a slowing of price increases as inflationary pressures and cost increases ease, value growth is set to see a considerable slowdown compared with the previous year. Sports protein powder is expected to remain the largest category in terms of overall value sales, and will continue to see growth. While there has been increased competition from RTD products and protein/energy...

Euromonitor International's Sports Nutrition in New Zealand 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 NEW ZEALAND

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2024 DEVELOPMENTS

Sports protein powder remains the largest category within sports nutrition

Local dairy industry means low barriers to entry, with heavy segmentation

Sports non-protein products is the strongest performer

PROSPECTS AND OPPORTUNITIES

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