

## **Sports Nutrition in Australia**

Market Direction | 2024-09-26 | 26 pages | Euromonitor

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### **Report description:**

According to AusPlay, the national population tracking survey led by the Australian Sports Commission, 78% of Australians aged 15 years and over participated in sport or physical activity at least once a week in 2022-2023. 60% participated three or more times per week, and 40% participated five or more times per week, with 25% participating seven times or more. In terms of motivation for being physically active, 83% indicated that it was for physical health or fitness, 48% for fun/enjoyment, 36%...

Euromonitor International's Sports Nutrition in Australia 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.

### **Table of Contents:**

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SPORTS NUTRITION IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Australians generally enjoy active lifestyles driven by physical health and/or fitness as primary motivation  
Cost-of-living concerns lead to more consumers considering alternate sources of protein  
Sports supplements in medicinal dosages now regulated as therapeutic goods in Australia

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