

## **Sports Nutrition in Bulgaria**

Market Direction | 2024-09-23 | 21 pages | Euromonitor

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### **Report description:**

In 2024, sports nutrition sales continue to rise steadily in retail volume and current value terms. The growing popularity of sports nutrition products among consumers who exercise or work out regularly is supporting sales growth as consumers look to improve daily nutrition. Traditionally, athletes were the main target audience for sports nutrition products, but the growing interest in exercise and healthy snacks is extending consumer interest. Protein/energy bars are the fastest growing categor...

Euromonitor International's Sports Nutrition in Bulgaria 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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