

Sports Nutrition in Kenya

Market Direction | 2024-10-10 | 21 pages | Euromonitor

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Report description:

In Kenya, sports nutrition is rapidly advancing and enjoyed robust current value growth, albeit from a low base. This momentum is driven by the rising health and wellness trend, with individuals increasingly acknowledging the importance of a healthy lifestyle and physical fitness. In 2024, women are taking a greater interest in fitness, health, and nutrition and looking for products to support balanced diets and active lifestyles. The rise of fitness influencers and social media campaigns target...

Euromonitor International's Sports Nutrition in Kenya 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 KENYA

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Growing fitness culture in Kenya spurs demand for sports nutrition

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