

## **Sports Nutrition in Ukraine**

Market Direction | 2024-10-10 | 24 pages | Euromonitor

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### **Report description:**

Following Russia's invasion of Ukraine interest in sport and fitness declined among many locals whose desire to lead active lives fell as they encountered stress and anxiety. This combined with a drop in disposable income and a drop in energy levels all served to lead more consumers to lead increasingly sedentary lifestyles. Due to these factors, fewer people are attending gyms and taking part in sport and as a result fewer people are spending money on sports nutrition products.

Euromonitor International's Sports Nutrition in Ukraine 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.

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