

Sports Nutrition in Romania

Market Direction | 2024-10-18 | 20 pages | Euromonitor

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Report description:

Sports nutrition has emerged as the most dynamic category within Romania's consumer health market, showing impressive resilience amid challenges like inflation, rising raw material costs, and increased VAT on specific liquid sports nutrition products. For instance, protein, a key ingredient in this sector, has experienced price hikes of up to 40%, prompting some consumers to reduce their purchases. Nonetheless, there is a growing awareness among consumers regarding the detrimental effects of unh...

Euromonitor International's Sports Nutrition in Romania 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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