

Sports Nutrition in Indonesia

Market Direction | 2024-10-28 | 20 pages | Euromonitor

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Report description:

Sports nutrition has gained significant traction in Indonesia since the COVID-19 pandemic, driven by a growing interest in exercise and healthy lifestyles. This shift is particularly evident in the rapid expansion of gym chains like FIT HUB, which has grown significantly since 2020, catering largely to a younger (aged 17-35) demographic. With the opening of new branches across the country, more Indonesians are prioritising fitness and are becoming increasingly aware of the importance of nutritio...

Euromonitor International's Sports Nutrition in Indonesia 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 INDONESIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising interest in fitness and nutrition drives demand
- Local brands benefit from strong presence
- E-commerce continues to grow in popularity, but remains a small channel

PROSPECTS AND OPPORTUNITIES

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