

Sports Nutrition - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Sports Nutrition Market Analysis

The sports nutrition market is expected to grow from USD 33.33 billion in 2025 to USD 36.06 billion in 2026 and is forecast to reach USD 53.42 billion by 2031 at 8.18% CAGR over 2026-2031. The market has evolved beyond its traditional focus on elite athletes to serve a broader consumer base, including fitness enthusiasts and health-conscious individuals. This expansion is driven by increasing health awareness, rising gym memberships, and growing participation in sports activities. The sports nutrition market offers diverse products, including protein powders, energy drinks, and supplements, while the integration of fitness apps and wearable technology has enhanced consumer engagement in nutrition and fitness tracking. Manufacturers are responding to changing consumer preferences through product innovations, particularly in plant-based and clean-label offerings. The growth is further supported by expanding distribution networks and the rise of e-commerce platforms, making sports nutrition products more accessible to consumers across different age groups. As the market continues to evolve, the convergence of health consciousness, technological integration, and product innovation positions the sports nutrition industry for sustained growth and development.

Global Sports Nutrition Market Trends and Insights

Rising supplement usage among fitness enthusiasts and athletes

Fitness enthusiasts and athletes are increasingly prioritizing their health and performance, driving a surge in demand for sports

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nutrition supplements driving demand within the sports nutrition market which extends beyond muscle recovery to enhanced endurance, energy, and overall wellness. The market has evolved significantly, particularly in the post-pandemic period, with products now tailored to specific activity patterns and recovery needs rather than targeting athletes as a uniform group. This transformation is supported by data from the Sports and Fitness Industry Association, which reported that 242 million Americans (78.8% of the population) participated in physical activities in 2023, representing a 2.2% increase from the previous year and marking ten consecutive years of growth with 5 million new participants in 2023. The democratization of sports nutrition beyond elite athletes to everyday fitness enthusiasts, coupled with growing awareness through social media influencers and fitness experts, has prompted manufacturers to innovate and diversify their product lines. The proliferation of fitness centers and gyms, along with increased sports events and competitions, continues to fuel this market expansion.

Proliferation of specialized sports nutrition for combat sports and high intensity disciplines

Combat sports and high-intensity disciplines are witnessing increased demand for specialized sports nutrition products, driven by athletes seeking tailored solutions for performance enhancement, recovery acceleration, and peak physical maintenance. These activities require specific nutritional formulations that address unique physiological demands, particularly in weight management and muscle recovery. The market is evolving to provide advanced recovery formulations that target the distinct muscle damage patterns common in combat sports. The rise in professional and amateur combat sports competitions has created a sophisticated consumer base that understands the importance of sport-specific nutrition within the sports nutrition market. According to Sport England, participation in combat sports in England increased from 827,000 in 2021-2022 to 933,500 in 2023-2024. This growing athlete base, coupled with endorsements from prominent athletes and trainers, continues to strengthen the market for specialized nutrition products. The integration of scientific research in product development has further elevated the quality and effectiveness of combat sports nutrition solutions. Manufacturers are increasingly focusing on natural and clean-label ingredients to meet the growing demand for healthier nutrition options. The expansion of distribution channels, including specialized sports nutrition retailers and online platforms, has improved product accessibility for combat sports athletes.

Adulteration and mislabeling issue undermining customer trust

The issue of adulteration in the sports nutrition market poses significant challenges, particularly in products marketed for weight loss and energy enhancement. These products frequently contain unapproved pharmaceutical ingredients that pose health risks. As consumers become more discerning, incidents of product tampering and misleading labels continue to erode trust. Such breaches not only jeopardize brand reputations but also invite regulatory scrutiny. The challenge intensifies with the rise of e-commerce, as online platforms can sometimes obscure product origins. This growing concern has led to calls for stricter regulations and transparency in labeling, making authenticity and trustworthiness critical factors in the market. Manufacturers are now implementing advanced testing protocols and quality control measures to combat these issues. Additionally, sports nutrition industry stakeholders are collaborating with regulatory bodies to develop more stringent standards for product verification and certification.

Other drivers and restraints analyzed in the detailed report include:

Government and institutional support for fitness and wellness program
Personalized nutrition solutions drive sports nutrition market
Stringent regulatory approvals

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2025, sports protein products dominate the market with an 81.62% share, underscoring their pivotal role in sports nutrition.

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This stronghold underscores their acceptance as a staple in fitness and athletic routines, driven by their proven efficacy in muscle recovery, performance enhancement, and overall fitness support. The widespread adoption of these products highlights their ability to cater to a broad spectrum of consumers, from professional athletes to casual fitness enthusiasts. Within the protein category, while whey and casein powders maintain their lead due to their high bioavailability and established benefits, plant-based alternatives are rapidly gaining traction. This growth is spurred by a heightened consumer focus on sustainability, ethical sourcing, and digestibility, making plant-based options particularly appealing to environmentally conscious and health-focused individuals. The surging demand for plant-based options underscores a broader consumer pivot towards eco-friendly and health-centric choices, reflecting a significant shift in market dynamics.

Yet, sports non-protein products are emerging as a significant growth driver, projected to expand at an 8.39% CAGR from 2026 to 2031, outpacing the broader market. This shift indicates a more discerning consumer base, seeking nutritional solutions that extend beyond just protein. The growth in this segment is fueled by increasing awareness of the role of specialized supplements in addressing specific fitness goals, such as energy optimization, endurance, and recovery.

The Sports Nutrition Market Report is Segmented by Product Type (Sports Protein Products and Sports Non Protein Products), Source (Animal-Based and Plant-Based), Distribution Channel (Supermarkets/Hypermarkets, Pharmacy/Health Stores, Online Retail Stores, and Other Channels), and Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

In 2025, North America commands a leading 60.55% market share, bolstered by heightened consumer awareness, a well-entrenched fitness culture, and a strong retail framework. The U.S. stands out as an innovation epicenter, often debuting major product launches before their global introduction. While protein powders reign supreme in North America, there's a notable uptick in the popularity of ready-to-eat protein products and ready-to-drink protein beverages, driven by convenience and evolving consumer preferences for on-the-go nutrition. Additionally, the region is under heightened regulatory scrutiny, with the FDA's proposed FY2024 budget spotlighting plans to modernize DSHEA for enhanced oversight and consumer safety. This regulatory modernization aims to address gaps in product labeling, ingredient transparency, and manufacturing standards, ensuring better protection for consumers.

Asia-Pacific is set to be the growth epicenter, boasting a projected CAGR of 9.56% from 2026-2031, outpacing the global average. This surge is attributed to a burgeoning health consciousness, a growing fitness infrastructure, and rising disposable incomes in pivotal markets like China, India, and Japan. The region's youth, increasingly health-conscious and buoyed by government fitness initiatives, are driving a surge in sports nutrition interest. For instance, China's "Healthy China 2030" initiative and India's "Fit India Movement" are fostering awareness and participation in fitness activities, further fueling demand for sports nutrition products. Yet, challenges loom with trade uncertainties and escalating tariffs, especially for the People's Republic of China, as noted in the Asian Development Outlook. Still, robust domestic demand, coupled with a tourism rebound and a preference for travel-friendly formats, is propelling the sports nutrition market. The recovery in international travel has also led to increased sales of compact, portable nutrition products, catering to the needs of travelers.

Europe, Latin America, the Middle East, and Africa each showcase unique growth trajectories and consumer inclinations. The region has adapted its regulatory landscape, streamlining new product approvals to foster market growth. Recent regional product debuts include Herbalife's plant-based protein powders in Brazil and Nestle's collagen-enriched supplements in Argentina, underscoring a shift towards personalized and functional nutrition. In Europe, the demand for clean-label and organic products is also shaping product innovation, with manufacturers focusing on transparency and sustainability to meet consumer expectations. Meanwhile, the Middle East and Africa, though smaller, are on the rise, with firms like Optimum Nutrition amplifying their investments to bolster their foothold. The region's growing urbanization and increasing awareness of fitness and health trends are

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creating opportunities for market expansion, particularly in countries like the UAE and South Africa.

List of Companies Covered in this Report:

The Coca-Cola Company Nestle S.A. PepsiCo Inc. Glanbia PLC Abbott Laboratories Harbin Pharmaceutical Group (GNC Holdings) Post Holdings Inc. BellRing Brands, Inc The Simply Good Foods Company MusclePharm Corporation Herbalife Nutrition Ltd. The Hut Group Nutrabolt FitLife Brands, Inc. Labrada Nutrition BioTech USA Kft. Lovate Health Sciences International Inc. Nutra Holdings Inc. Enervit S.p.A Leprino Foods Company

Additional Benefits:

 The market estimate (ME) sheet in Excel format
3 months of analyst support

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