
Description: The global market for sports nutrition products is at an interesting stage of development, with many varieties poised to enter the mainstream. However, in many parts of the world, the consumer base for these products remains limited to only the most physically active members of the population. At present, brand activity is benefiting from latest technical developments, which has led to the emergence of sports nutrition products offering a greater range of health benefits.

The Global Market for Sports Performance and Energy Products is a new publication. The report reviews global sales of sports/energy drinks, sports foods and sports supplements for a number of leading countries, as well as reviewing sporting participation levels in many parts of the world and consumer attitudes towards sports nutrition products. The report also discusses technical trends, industry structure and trends in new product activity.

This publication is also available as a PDF and comes with a PowerPoint summary.

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