Global Market Study on Sports Nutrition: Asia Pacific to Witness Highest Growth by 2019

Description:
Increasing health awareness and changing consumer groups are the major growth drivers for the global sports nutrition market. According to a report published by a U.K.-based independent food research company in 2012, the proportion of respondents following a healthy diet in the U.K. has increased from 70% in 2004 to 80% in 2012. According to a study conducted by the Swiss Society for Nutrition (commissioned by the Federal Office of Public Health (FOPH) in Switzerland) in 2010–11, 71% of consumers indicated a greater emphasis on health awareness, while around 75% of consumers indicated taking interest in food product composition before making the purchase. Traditionally, bodybuilders and athletes were the only consumers for sports nutrition products. In recent years, new user groups (recreational and lifestyle users) have increased their market share in sports nutrition market. Lifestyle users consume sports nutrition products as refreshment, quick meal replacement or a healthy snack. Manufacturers are formulating and positioning their products focusing on health as well as taste aspects.

The sports nutrition market is also witnessing a shift from major markets (North America) towards developing markets in Europe and Asia Pacific. Due to their high population, countries such as India and China offer huge opportunities in the future. Furthermore, low per capita consumption and upcoming high-profile sporting events allow sports nutrition companies to establish themselves in these markets. These companies have already started developing new products and flavors, in line with the shift in consumer groups and market regions.

Major growth challenges for the sports nutrition market include the threat of substitutes and negative publicity about the inclusion of banned/forbidden ingredients. Furthermore, changing consumer preferences and expansion of distribution channels are other growth inhibitors for the sports nutrition market.

Developed regions such as the U.S. and countries in Europe have been the dominant market shareholders. However, as consumers in developing nations are increasingly spending their income on health and health related products, these economies are expected to pose a serious challenge to the supremacy of developed economies. Organizing high profile sports events in these countries is further expected to escalate the demand for sports nutritional products in these sports nutrition markets.

The report covers in-depth analysis sports nutrition market, by product segment (Sports Food, Sports Drinks, and Sports Supplements) for the period from 2010 to 2019. In addition, the current market dynamics including the drivers, restraints, trends and recent developments have been captured throughout the report. North America region covers the sports nutrition market scenario in the U.S. and Canada. Europe region covers the sports nutrition market scenario of the U.K., Germany, Italy, and France. Asia-Pacific region highlights the sports nutrition market scenario in Australia, Japan, India, and China.

The Competitive Landscape section of the sports nutrition market report includes the positioning of different companies on the basis of their geographical presence and product offerings. Some of the major players in the sports nutrition market are Maxinutrition, Glanbia, PepsiCo, Coca-Cola and Clif Bar & Company. The company profiles include attributes such as company overview, financial performance, and recent developments.

Key points covered in the report

The report provides historic, present and forecasted market size, analysis, trend, share, and growth

The report segments the market on the basis of product, and geography

The report covers geographic segmentation
North America
Europe
Asia Pacific
RoW
The report provides company profiles of some of the leading companies operating in the market.

The report also provides porter's five forces analysis of the market.

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