
Description: Sports nutrition comprises products such as sports drinks, supplements and food, developed for and consumed by athletes, body builders and others to improve their overall health, performance and muscle growth. Sports drinks were conventionally used by athletes to replenish the water level in the body. Body-builders comprise major users of sports supplements. However, sports nutrition products are undergoing mass adoption. The number of recreational and lifestyle users have consistently increased since past few years. North America is the highest revenue generating region in the world sports nutrition market. The APAC region, however, would witness fastest growth during the forecast period.

Increasing demand of sports nutrition products among recreational and lifestyle users is amongst the major industry drivers. Moreover, increasing health consciousness coupled with rising disposable income, has fueled the overall growth of the industry. However, availability of cheap and counterfeit products is the major challenge for the industry. Rising production costs of protein supplements and premium pricing of sports nutrition products are amongst other major challenges for the industry, more prevalent in the developing regions.

The world sports nutrition market is analyzed, based on product type, end-users, distribution channel and geography. Major product types include sports drinks, supplements and food. End users of sports nutrition products consist of bodybuilders, athletes, recreational users and lifestyle users. Channels through which sports nutrition products are distributed include large retail & mass merchandisers, small retail, drug & specialty stores, fitness institutions, and online & others. Geographically, the market is segmented into North America, Europe, APAC and LAMEA. Sports drinks segment account for the largest share of the overall sports nutrition market. Sports food has emerged to be the fastest growing segment due to increasing demand of healthy lifestyle foods.

Key market players profiled in the report are The Coca-Cola Company, Abbott Nutrition Inc, PepsiCo Inc, Glanbia plc, Reckitt Benckiser Group plc, Yakult Honsha Co Ltd, Post Holdings, Inc, GNC Holdings, Clif Bar & Company, and Otsuka Pharmaceuticals Co., Ltd. PepsiCo has undertaken reformulation of existing food products to reduce their fat, salt and sugar contents, and is also working towards further development of new products as key growth strategy to increase its market share.

KEY BENEFITS

- This study provides an in-depth analysis of world sports nutrition market with current and future trends to elucidate the imminent investment pockets in the market
- The report provides information regarding key drivers, restraints and opportunities with impact analysis
- Porters five forces analysis of industry and SWOT analysis of the key market players have been provided to illustrate the business strategies adopted by them
- The value chain analysis of the industry highlights the key intermediaries involved and elaborates their roles and value additions at every stage in the value chain
- The quantitative analysis of the market during the period of 2014-2020 has been provided to elaborate the market potential

SPORTS NUTRITION MARKET SEGMENTATION

The market is segmented on the basis of product type, end user, distribution channel and geography.

BY PRODUCT TYPE

- Sports food
- Sports drinks
- Sports supplements

BY END USER

- Bodybuilders
- Athletes
- Recreational users
- Lifestyle users

BY DISTRIBUTION CHANNEL

- Large retail and mass merchandise
- Small retail
- Drug and specialty stores
- Fitness Institutions (Fitness centres, Gym & Health clubs)
- Online & others

BY GEOGRAPHY

- North America
- Europe
- Asia-Pacific
- LAMEA

KEY PLAYERS

- The Coca-Cola Company
- Abbott Nutrition Inc,
- PepsiCo Inc
- Glanbia plc
- Reckitt Benckiser Group plc
- Yakult Honsha Co Ltd,
- Post Holdings, Inc
- GNC Holdings
- Clif Bar & Company
- Otsuka Pharmaceuticals Co., Ltd.

Contents:

CHAPTER 1 INTRODUCTION

1.1 Report description
1.2 Key benefits
1.3 Key market segments
1.4 Research methodology

1.4.1 Secondary research
1.4.2 Primary research
1.4.3 Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY

2.1 CXO perspective

CHAPTER 3 MARKET OVERVIEW

3.1 Market definition and scope
3.2 Key findings

3.2.1 Top impacting factors
3.2.2 Top investment pockets
3.2.3 Top winning strategies

3.3 Porters five force analysis

3.3.1 Low switching cost increases the bargaining power of the buyers
3.3.2 Easy availability of ingredients and low product differentiation lowers bargaining power of suppliers
3.3.3 Local brands and E-commerce increases the threat of new entrant into the industry
3.3.4 Availability of illegal and counterfeit products increases the threat of substitutes
3.3.5 Presence of numerous competitors increases industrial rivalry
3.4 Value chain analysis
3.5 Market share analysis, 2014
3.6 Drivers

3.6.1 Spiralling rise of health centres and fitness clubs
3.6.2 Piqued interest in personal appearance
3.6.3 Rapid pace of urbanization
3.6.4 Growing number of non-traditional users

3.7 Restraints

3.7.1 Availability of cheap counterfeit products and food safety issues
3.7.2 Changing consumer preferences

3.8 Opportunities

3.8.1 Growing demand from developing countries
3.8.2 Expansion of distribution channel

CHAPTER 4 WORLD SPORTS NUTRITION MARKET BY PRODUCT TYPE

4.1 Sports drinks

4.1.1 Key market trends
4.1.2 Key growth factors and opportunities
4.1.3 Competitive scenario
4.1.4 Market size and forecast

4.2 Sports supplements

4.2.1 Key market trends
4.2.2 Key growth factors and opportunities
4.2.3 Competitive scenario
4.2.4 Market size and forecast

4.3 Sports food

4.3.1 Key market trends
4.3.2 Key growth factors and opportunities
4.3.3 Competitive scenario
4.3.4 Market size and forecast

CHAPTER 5 WORLD SPORTS NUTRITION MARKET BY END USER

5.1 Athletes

5.1.1 Key Market Trends
5.1.2 Key growth factors and opportunities
5.1.3 Market size and forecast

5.2 Bodybuilders

5.2.1 Key Market Trends
5.2.2 Key growth factors and opportunities
5.2.3 Market Size and Forecast

5.3 Recreational users

5.3.1 Key Market Trends
5.3.2 Key growth factors and opportunities
5.3.3 Market Size and Forecast
5.4 Lifestyle users
5.4.1 Key Market Trends
5.4.2 Key growth factors and opportunities
5.4.3 Market Size and Forecast

CHAPTER 6 WORLD SPORTS NUTRITION MARKET BY DISTRIBUTION CHANNEL

6.1 Large retail and mass merchandisers
6.1.1 Key Market Trends
6.1.2 Key growth factors and opportunities
6.1.3 Market size and forecast

6.2 Small retail
6.2.1 Key Market Trends
6.2.2 Key growth factors and opportunities
6.2.3 Market size and forecast

6.3 Drug and specialty stores
6.3.1 Key Market Trends
6.3.2 Key growth factors and opportunities
6.3.3 Market size and forecast

6.4 Fitness Institutions
6.4.1 Key Market Trends
6.4.2 Key growth factors and opportunities
6.4.3 Market size and forecast

6.5 Online & others
6.5.1 Key Market Trends
6.5.2 Key growth factors and opportunities
6.5.3 Market size and forecast

CHAPTER 7 WORLD SPORTS NUTRITION MARKET BY GEOGRAPHY

7.1 North America
7.1.1 Key market trends
7.1.2 Key growth factors and opportunities
7.1.3 Competitive scenario
7.1.4 Market size and forecast

7.2 Europe
7.2.1 Key market trends
7.2.2 Key growth factors and opportunities
7.2.3 Competitive scenario
7.2.4 Market size and forecast

7.3 Asia Pacific
7.3.1 Key market trends
7.3.2 Key growth factors and opportunities
7.3.3 Competitive scenario
7.3.4 Market size and forecast

7.4 LAMEA
7.4.1 Key market trends
7.4.2 Key growth factors and opportunities
7.4.3 Competitive scenario
7.4.4 Market size and forecast

CHAPTER 8 COMPANY PROFILES

8.1 The Coca-Cola Company.
8.1.1 Company overview
8.1.2 Company snapshot
8.1.3 Business performance
8.1.4 Strategic moves and developments
8.1.5 SWOT analysis and strategic conclusion of The Coca-Cola Company

8.2 Abbott Nutrition Inc
8.2.1 Company overview
8.2.2 Company snapshot
8.2.3 Business performance
8.2.4 Strategic moves and developments
8.2.5 SWOT analysis and strategic conclusion of Abbott Nutrition Inc

8.3 PepsiCo Inc
8.3.1 Company overview
8.3.2 Company snapshot
8.3.3 Business performance
8.3.4 Strategic moves and developments
8.3.5 SWOT analysis and strategic conclusion of PepsiCo Inc

8.4 Glanbia plc.
8.4.1 Company overview
8.4.2 Company snapshot
8.4.3 Business performance
8.4.4 Strategic moves and developments
8.4.5 SWOT analysis and strategic conclusion of Glanbia plc

8.5 Reckitt Benckiser Group plc.
8.5.1 Company overview
8.5.2 Company snapshot
8.5.3 Business performance
8.5.4 Strategic moves and developments
8.5.5 SWOT analysis and strategic conclusion of Reckitt Benckiser Group plc.

8.6 Yakult Honsha Co., Ltd.
8.6.1 Company overview
8.6.2 Company snapshot
8.6.3 Business performance
8.6.4 Strategic moves and developments
8.6.5 SWOT analysis and strategic conclusion of Yakult Honsha Co., Ltd

8.7 Post Holdings, Inc.
8.7.1 Company overview
8.7.2 Company snapshot
8.7.3 Business performance
8.7.4 Strategic moves and developments
8.7.5 SWOT analysis and strategic conclusion of Post Holdings Inc.
8.8 GNC Holdings

8.8.1 Company overview
8.8.2 Company snapshot
8.8.3 Business performance
8.8.4 Strategic moves and developments
8.8.5 SWOT analysis and strategic conclusion of GNC Holdings

8.9 Clif Bar & Company

8.9.1 Company overview
8.9.2 Company snapshot
8.9.3 Business performance
8.9.4 Strategic moves and developments
8.9.5 SWOT analysis and strategic conclusion of Clif Bar & Company

8.10 Otsuka Pharmaceutical Co., Ltd.

8.10.1 Company Overview
8.10.2 Company Snapshot
8.10.3 SWOT Analysis of Otsuka Pharmaceutical Co., Ltd.

List of Tables
Table 1 World Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 2 World Sports Nutrition Market Revenue By Product Type, 2014-2020 ($Million)
Table 3 World Sports Drinks Market Revenue By Geography, 2014-2020 ($Million)
Table 4 World Sports Supplements Market Revenue By Geography, 2014-2020 ($Million)
Table 5 World Sports Food Market Revenue By Geography, 2014-2020 ($Million)
Table 6 World Sports Nutrition Market Revenue By End User, 2014-2020 ($Million)
Table 7 World Athletes Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 8 World Bodybuilders Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 9 World Recreational Users Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 10 World Lifestyle Users Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 11 World Sports Nutrition Market Revenue By Distribution Channel, 2014-2020 ($Million)
Table 12 World Large Retail & Mass Merchandise Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 13 World Small Retail Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 14 World Drug And Specialty Stores Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 15 World Fitness Institutions Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 16 World Online And Other Sports Nutrition Market Revenue By Geography, 2014-2020 ($Million)
Table 17 North America Sports Nutrition Market Revenue By Product Type, 2014-2020 ($Million)
Table 18 Europe Sports Nutrition Market Revenue By Product Type, 2014-2020 ($Million)
Table 19 Asia Pacific Sports Nutrition Market Revenue By Product Type, 2014-2020 ($Million)
Table 20 LAMEA Sports Nutrition Market Revenue By Product Type, 2014-2020 ($Million)
Table 21 Snapshot Of The Coca-Cola Company
Table 22 Snapshot Of Abbott Nutrition Inc
Table 23 Snapshot Of Pepsico Inc
Table 24 Snapshot Of Glanbia Plc.
Table 25 Snapshot Of Yakult Honsha Co., Ltd.
Table 26 Snapshot Of Post Holdings, Inc.
Table 27 Snapshot GNC Holdings
Table 28 Snapshot Clif Bar & Company
Table 29 Snapshot Of Otsuka Pharmaceutical Co., Ltd.

List of Figures
Fig. 1 Top Impacting Factors
Fig. 2 Top Investment Pockets
Fig. 3 Top Winning Strategies
Fig. 4 Top Winning Strategies By Category
Fig. 5 Value Chain Model Of Sports Nutrition Market
Fig. 6 Market Share Analysis, 2014
Fig. 7 Revenue Of The Coca-Cola Company, 2012-2014 ($Million)
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3578977/
Office Code: SC

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>✔️</td>
<td>USD 5370</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td>✔️</td>
<td>USD 5910</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>✔️</td>
<td>USD 7800</td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp