
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. Bodybuilders 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.

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