Sports Nutrition Market in the US 2015-2019

Description: About sports nutrition

Sport nutrition products are a good source of consuming various fortifies nutrients such as proteins, vitamins, minerals, carbohydrates, and fats. The concept of sport nutrition in the US has gain wide popularity over the past few years. According to the CDC, the obesity rate in the US is nearly 39% among people aged 40-59 years and 29% for people aged 20 -39 years. Thus, the rising incidence of diseases due to obesity has increased the demand for sport nutrition products in the US.

Analysts forecast the sports nutrition market in the US will grow at CAGR of 7.53% over the next five years.

Covered in this report

The report discusses about the present scenario and forecasts the future prospects of the sports nutrition market in the US for the period of 2015-2019. To calculate the market size, we consider revenue generated from the sales of the sport nutrition products such as protein powder, protein bar, protein RTD, and others (plant-based proteins, tablets, and shots).

The author's report, Sports Nutrition Market in the US 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the landscape of the market and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key vendors

- BPI Sports
- Clif Bar & Company
- Coca Cola
- Glanbia
- Hormel Foods
- PepsiCo
- Purus Labs

Other prominent vendors

- American Metabolix
- Creative Edge Nutrition
- MusclePharm
- Onnit
- Prolab Nutrition
- Purity Select
- VPX Sports

Market drivers

- Growing urge for fitness
- For a full, detailed list, view the full report

Market challenges

- Threat from substitutes
- For a full, detailed list, view the full report

Market trends

- Female sports nutrition
- For a full, detailed list, view the full report
Key questions answered in this report

- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space and what is their portfolio matrix?
- What are the market opportunities and threats faced by the key vendors?
- What is the competitive landscape as characterized by geography?
- What are the strengths and weaknesses of the key vendors?

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