Global Sports Supplements Market Size, Share, Development, Growth and Demand Forecast to 2022

Description: The global sports supplements market is being mainly driven by the increasing number of fitness centers and health clubs, which is encouraging the consumers to use supplements for maintaining their physical health. The burgeoning urbanization and increasing disposable income of people is further augmenting the market for products related to health and well-being.

The surging urbanization and growing numbers of fitness centers and health clubs are the key growth drivers for the global sports supplement market. The key trends observed in the global sports supplement market include growing demand for caffeine-free products and increasing investment of companies in product development. With the growing health concern of consumers, the demand for supplements with least side effects has been on surge. Under this impact, the demand for caffeine-free sports supplements has grown considerably in the past few years. The caffeine consumption leads to reduction in feeling of effort during strenuous exercise. The caffeine-free supplements also have muscular benefits. Caffeine preserves the metabolic fall that raises the blood glucose levels; however it also constricts the blood circulation. Several nutritionists also suggest the use of stimulant-free pre-workout supplements. With the growing awareness about functions of a particular ingredient of sports supplements, the demand for caffeine-free sports supplements is expected to augment during the forecast period.

Sports Supplements Market

The demand of sports supplement consumers have been inclining towards products that offer them more benefits over the traditional ones. The consumers have been searching for the products that give genuine results and prove value for their money. This has been encouraging the companies to increase their investment for introducing products with new ingredients to cater to their consumer's needs more subtly. In order to increase the efficacy of their products, the sports supplement manufacturers have been investing in clinical research.

The sports and athletic activities are mostly observed among the younger consumers; however the geriatric population is also being involved in such activities, in order to maintain their fitness level. The increasing involvement of geriatric population in such activities has been driving the herbal segment in the sports supplements market, as most of the old people prefer supplements that have less negative impact on their health.

The developed countries, such as the U.S. and countries in Europe are the major markets for sports supplement products, due to their high disposable incomes; however the emerging economies in Asia-Pacific are expected to be major growth drivers for the market during the forecast period. The low awareness in the developing countries as compared to the western markets is the key reason for less market share of eastern countries, in the global sports supplement market. Moreover, the low disposable income of consumers and use of products limited only to elite class of people have also been hindering the market growth earlier. However, with the increase in consumers' disposable income and growing level of awareness in Asia-Pacific about the benefits of sports supplement products are expected to provide significant growth opportunity to the market.


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