

# Global Sports Nutrition Market to Surpass US\$ 48.87 Billion by 2025

*Global Sports Nutrition Market to Surpass US\$ 48.87 Billion by 2025, Buoyed by Rapid Adoption of Sports Nutrition Products as an Instant Source of Energy*

SEATTLE, WASHINGTON, UNITED STATES, November 9, 2017 /EINPresswire.com/ -- The global sports nutrition market was valued at US\$ 27.85 billion in 2016 and is expected to reach US\$ 48.87 billion by 2025, at a CAGR of 6.64% during the forecast period from 2017 to 2025, according to a Global Sports Nutrition Market Report, by Product Type (Sport Drinks, Sport Foods, and Sport Supplements), by Product Form (Powder, Liquid, and Solid), by Distribution Channel (Hypermarkets, Supermarkets, Specialty Stores, Online Channels, Convenience Stores, and Others), and by Age Group (Less than 15 years, 15-30 years, 30-45 years, 45-60 years, and above 60 years) published by Coherent Market Insights. Sports nutrition is an essential part of any strength or endurance sport training. The global sports nutrition market is projected to witness a significant growth during the forecast period, owing to increasing demand for dietary supplements by professional athletes and bodybuilders. Increasing integration of technologically advanced processes in the manufacturing of sport nutrition products fuelled by research and development activities, increasing awareness about the benefits offered by sport nutrition products coupled with rapid adoption of the nutrition among the consumers are some of the major factors fueling growth of the market.



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Government regulations for quality of sport nutrition products are strict and changing across each regions. In the U.S., the NSF International's Certified for Sport was created to ensure that supplement label facts match the actual constituents in the product, thus, protecting against adulteration and identifying banned ingredients. The NSF GMP certification process indicates that a manufacturer has gone through a stringent manufacturing audit process to meet the guidelines set by NSF.

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## Key Trends and Analysis of the Sports Nutrition Market:

Among product type, sports drinks held dominant position in the market and is expected to retain its dominance over the forecast period. This is mainly owing to wide consumption of the sport nutrition among all age groups. Key benefits such as rich in electrolyte & carbohydrate content and easy intake are expected to drive growth of the sport drink segment over the forecast period.

Among distribution channel, online channel is projected to be the fastest growing segment in global sport nutrition market, owing to increasing use of online distribution channels by global and local

nutrition companies to enhance their e-commerce sales. Manufacturers such as Optimum Nutrition, Maximum Human Performance, and Bio-Engineered Supplements and Nutrition, Inc. among others, are selling their products through online channels by providing various offers to increase consumer base. Rapid advancements in the field of internet services and the rising penetration of low cost smartphones have resulted in an increased inclination towards online purchasing, which in turn, has enabled the manufacturers to expand their distribution channels. Moreover, the emergence of several e-commerce companies has further augmented growth of this segment.

#### Key Takeaways of the Market:

According to Coherent Market Insights study, North America held the dominant position in the global sports nutrition market in 2016 and is expected to retain its dominance over the forecast period. U.S. Department of health and Human Services had set President's Council on Fitness, Sport & Nutrition (PCFSN) which engages, educates, and empowers all Americans to adopt healthier lifestyles. The Council has created and promoted programs and initiatives that motivate people of all ages, backgrounds, and abilities to be active and eat healthy. Moreover, according to National Center for Health Statistics, approximately 21.7% of adults, aged 18 and above, met the physically active guidelines for both aerobic & muscle strengthening activities.

Asia Pacific is projected to be the fastest growing region in the global sports nutrition market by witnessing the highest CAGR of 8.21% during the forecast period. Increasing investment in sport nutrition products along with government initiatives for sport nutrition summits in emerging economies such as China and India, are expected to fuel demand for sport nutrition products over the forecast period. In 2017, the U.S.-China Health Products Association introduced 12 new sport nutrition companies, encompassing more than 80 brands in China. The association also hosted the International Sport Nutrition Education Seminar in Shanghai, aiming to give the association members an opportunity to directly interact with athletes, trainers, and distributors.

To know the latest trends and insights prevalent in this market, click the link below:

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Key players are investing to develop new technologies to enhance their product portfolio. For instance, in 2017, Glanbia Nutritional introduced Embedded Enzyme Technology (EET), which uses a 2-phase release mechanism that helps to maximize amino acids and leucine delivery to the muscles.

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