

Global Sports Nutrition Market is Projected to grow at a CAGR 8.6% to USD 39 Billion by the year 2020

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Introduction

The Global Sports Nutrition market stood at USD 24 Billion in the year 2013 and projected to grow at a CAGR 8.6% to USD 39 Billion by the year 2020.

Increasing health concerns, such as obesity and awareness of physical appearances among all consumers groups is driving the demand of global sports nutrition products. Emergence of new consumer base, such as recreational and lifestyle users are being increasingly targeted by sports nutrition manufacturers

Manufacturers are developing innovative products to cater to wider consumer requirements depending on their tastes and preferences. The increasing accessibility of products through conventional mass-market retail channels, including supermarkets convenience stores, and hypermarkets, to emerging new online channels are supporting easy availability of sports nutrition products. However, availability of large number of substitute products (both natural and manufactured) and negative perception over disputed ingredients such as anabolic steroids, stimulants and prohormones, acts as some of the major obstacles facing the sport nutrition market.

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The key market players include Glanbia Plc., PepsiCo Inc, GNC Holdings, The Coca-Cola Company, Maxi Nutrition, Clif Bar & Company, and Universal Nutrition. The major players have been involved in launching new products based on consumer needs and tastes.

The U.S. remains the leading market for sports nutrition products globally, while Germany, Italy, France and the U.K. consumer spending on sports nutrition represents almost 60% of the total European market in 2013. Led by increasing awareness, growing urbanization and income levels, total spending on sports nutrition products in Asia-Pacific region registered a CAGR of 10.5% between 2010 and 2013, with Japan and Australia commanding the larger market share.

Key Players

The leading market players in sports nutrition primarily are Glanbia Plc., PepsiCo Inc, GNC Holdings, The Coca-Cola Company, Maxi Nutrition, Clif Bar & Company, and Universal Nutrition



Study Objectives of Sports Nutrition Forecast to 2020

- To provide analysis of the market for segment by type, end users, and its sub-segments
- To provide the major factors driving the market growth
- To understand the supply and demand dynamics
- To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market
- Analysis of historical market trends, and technologies, and current government regulatory requirements
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Target Audience

- Sports Nutrition manufacturers
- Beverage manufacturers
- Beverage processing manufacturers
- Raw materials and suppliers
- Retailers
- Government organizations

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