

# Sports Nutrition Market Forecast: Projected to Reach US\$ 61.6 Billion by 2033 with a Robust CAGR of 11.5%

*Global rise in sports & fitness participation fuels demand for sports nutrition products, catering to diverse consumers seeking health and wellness*

NEWARK, DELAWARE, UNITED STATES OF AMERICA, November 10, 2023 /EINPresswire.com/ -- According to Future Market Insight, the global [sports nutrition market](#) is likely to reach US\$ 61.66 billion by 2033, registering a CAGR of 11.5%. This is a considerable increase from its projected value of US\$ 26.7 billion in 2023.



## Key Drivers in the Sports Nutrition Industry

- Increasing awareness of nutrition and fitness
- Growing popularity of sports and fitness activities
- Rising disposable incomes in developing economies
- Influence of social media and fitness influencers
- Expansion of gyms, fitness centers, and health clubs
- Increasing participation in sports events and competitions
- Continuous innovation in flavors, formats, and packaging
- Emphasis on maintaining a healthy lifestyle
- Advancements in sports nutrition research
- Demand for natural and organic products
- Focus on product labeling and transparency

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## Key Challenges in the Sports Nutrition Industry

- Intense market competition and price wars
- Regulatory restrictions and guidelines on ingredients and claims
- Consumer skepticism and negative perception
- Limited consumer awareness and education
- Potential health risks and side effects

Fluctuating raw material prices  
Limited availability and distribution channels  
Economic downturns impacting consumer spending

### Key Trends in the Sports Nutrition Industry

The evolution of popular supplements includes protein powders, energy bars, and sports drinks.

Increasing awareness of the benefits of sports nutrition for performance and recovery

Specialized products developed for specific fitness goals

Technology integration for tracking nutrition and performance

Expansion of female-focused sports nutrition.

### Key Opportunities in the Sports Nutrition Industry

Increasing awareness and demand for sports nutrition among athletes and fitness enthusiasts

The popularity of sports nutrition supplements and personalized nutrition trends

Collaboration between brands and athletes for endorsement and development

Innovation in formulations and clean-label products

Focus on recovery and muscle repair with post-workout nutrition

The growing interest in plant-based and vegan sports nutrition

Rise of e-commerce and online retail for convenient access

Expansion of the market in emerging economies

### Key Takeaways from the Sports Nutrition Market:

The sports nutrition industry in the United Kingdom is anticipated to rise, exhibiting a CAGR of 3.8% through 2033.

The United States dominated the sports nutrition industry in 2022, holding a 23.9% global market share.

In 2022, Japan had a 2.4% share of the sports nutrition industry globally.

With a CAGR of 25.8% over the forecast period, India is predicted to develop rapidly in the sports nutrition industry.

The sports nutrition industry in China is expected to increase, registering a CAGR of 4.2% over the forecast period.

Germany accounted for 5.9% of the global sports nutrition industry in 2022.

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### Competitive Landscape in the Sports Nutrition Market

Key players employ various measures to preserve their market positions and broaden their global reach. Those strategies involve the following:

Emphasizing features, quality, and performance to stand out from competitors  
Identifying specific target segments based on demographics, interests, or fitness goals  
Offering specialized programs or services to cater to different customer groups  
Building a strong brand presence through effective marketing campaigns  
Leveraging endorsements and partnerships with influential athletes or fitness influencers  
Utilizing digital marketing channels and social media to engage with target audiences  
Acquiring or partnering with complementary businesses to broaden the product portfolio  
Creating an ecosystem of interconnected fitness products for a seamless user experience  
Collaborating with fitness clubs, gyms, or sports organizations to increase reach and visibility  
Partnering with health and wellness brands to offer integrated solutions

### Recent Developments by Key Players

In December 2022, HealthKart secured a funding round and raised US\$ 135 million. Temasek, a wealth fund based in Singapore, primarily led the funding. HealthKart has strategic plans to utilize the funds for expanding the sales of supplements and other nutritional products to new customers.

In August 2022, Spacemilk, an American sports nutrition brand, and NextFerm Technologies, an Israeli food technology start-up, signed a partnership agreement. The agreement involves the ProteVin supply, a non-GMO protein alternative.

In January 2022, Cut, an energy drink, was launched by Hydroxycut. Its primary goal is to help consumers reduce their body fat percentage. Hydroxycut, the brand behind 'Cut,' operates under the parent company Lovate Health Sciences.

### Request Methodology

<https://www.futuremarketinsights.com/request-report-methodology/rep-gb-12060>

### Key Players in the Sports Nutrition Market

Nestlé S.A.  
Red Bull GmbH  
Ajinomoto Co., Inc.  
Keurig Dr. Pepper, Inc.  
Nutrabolt  
GlaxoSmithKline plc.  
Optimum Nutrition, Inc.  
Premier Nutrition Corporation  
Biothrive Sciences  
Nutrabolt  
Now Foods

INC Sports Nutrition  
Vitaco Health  
Uelzena Group

Key Segmentation:

By Ingredient Type:

Plant-derived Ingredient  
Soy Protein  
Rice Protein  
Pea Protein  
Potato Protein  
Animal-derived Ingredient  
Creatine  
Milk Protein  
Whey Protein Concentrates  
Casein  
BCAA (Branched Chain Amino Acid)  
Blends

By Nature:

Organic  
Conventional  
B2C

By Function:

Energizing Products  
Rehydration  
Pre-Workout  
Recovery  
Weight Management

By Product Form:

Ready-to-drink  
Energy & Protein Bar  
Powder  
Tablets/Capsules

By Flavour:

Regular  
Flavored  
Fruit Punch  
Berries  
Citrus  
Chocolate  
Vanilla  
Others

By Sales Channel:

Modern Trade  
Convenience Store  
Specialty Store  
Pharmacy Store  
Online Retail  
Other Sales Channel

By Price Range:

Economic  
Premium  
Region:

North America  
Latin America  
Europe  
South Asia  
East Asia  
Oceania  
The Middle East & Africa

Author

Nandini Roy Choudhury (Client Partner for Food & Beverages at Future Market Insights, Inc.) has 7+ years of management consulting experience. She advises industry leaders and explores off-the-eye opportunities and challenges. She puts processes and operating models in place to support their business objectives.

The [B2B Sports Nutrition Market Size](#) is projected to achieve a value of US\$ 4.06 billion in 2023. It is expected to hit US\$ 8.25 billion by 2033, with a CAGR of 7.35%.

The [Sports Food Market Trends](#) was valued at US\$ 40.0 billion in 2021, and it is predicted to rise

at a CAGR of 8.8%. Maximum performance necessitates proper nutrition and diet.

Ankush Nikam

FMI

+91 90966 84197

[email us here](#)

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