

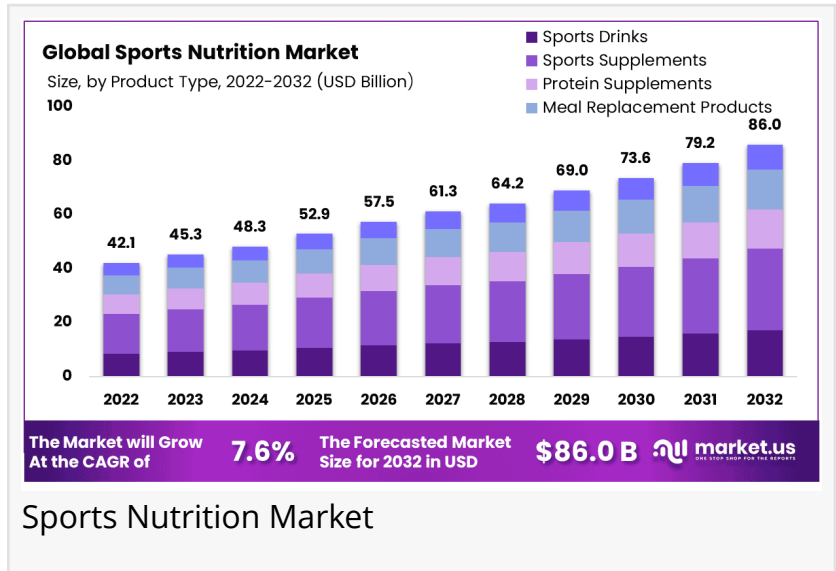
# Sports Nutrition Market Poised For Growth, Expected to Hit US\$ 86 Billion By 2032 | North America Led The Market

Global Sports Nutrition Market size is expected to be worth around US\$ 86.0 Billion by 2032 from US\$ 45.3 Billion in 2023, growing at a CAGR of 7.6%

NEW YORK CITY, NY, UNITED STATES, January 23, 2025 /EINPresswire.com/ -- Report Overview

Global [Sports Nutrition Market](#) size is expected to be worth around US\$ 86.0 Billion by 2032 from US\$ 45.3 Billion in 2023, growing at a CAGR of 7.6% during the forecast period from 2024 to 2032.

In 2022, North America led the market, achieving over 43.8% share with a revenue of US\$ 18.4 Billion.



Sports Nutrition Market



Offline Stores Held A Dominant Share Of 74% Due To Their Abundance Of Specialty Stores And Fitness Centers."

Tajammul Pangarkar

Sports nutrition is a specialized branch of health and fitness that focuses on the dietary needs of athletes and fitness enthusiasts. It involves tailored nutritional strategies to enhance physical performance, aid recovery, and support overall health. The global sports nutrition market has experienced significant growth, driven by increasing fitness awareness, advancements in product innovation, and a growing number of health-conscious consumers.

Products in this market include protein powders, energy bars, hydration drinks, amino acids, and meal replacements. These are designed to improve endurance, muscle recovery, and energy levels. Sports nutrition benefits not only professional athletes but also individuals engaging in recreational sports or rigorous physical activities.

Key trends influencing the market include the rising popularity of plant-based and organic nutrition, personalized supplementation plans, and a surge in e-commerce platforms offering convenient product access. The demand is further fueled by a younger demographic and the integration of sports nutrition into regular dietary regimes.

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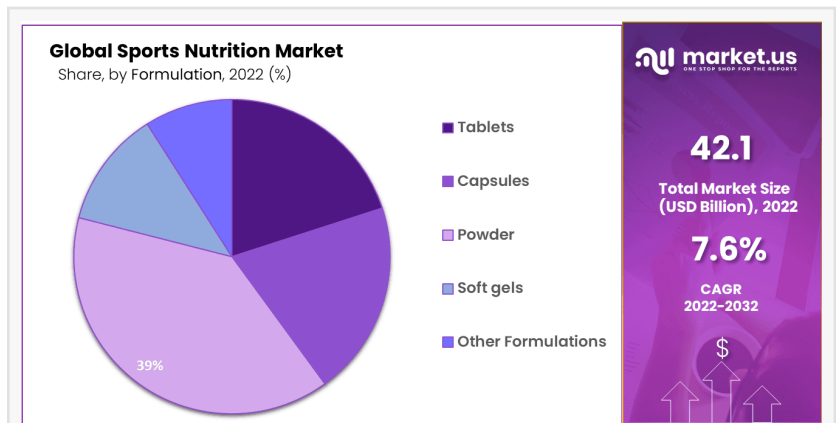
### Key Takeaways

- By 2030, approximately 1 billion people worldwide are projected to suffer from obesity. In 2019, 38.2 million children under 5 years old were classified as obese or overweight.
- The sports nutrition market is fueled by growing awareness of health benefits and an increasing number of fitness enthusiasts globally.
- In 2022, the sports supplements segment dominated the market with a 43% share.
- Powder formulations accounted for 39% of the market in 2022, driven by the introduction of innovative products.
- The post-workout segment held the largest share (36%) in 2022, driven by rising consumer demand for muscle strength and recovery solutions.
- Adults formed the largest consumer group in 2022, contributing 64% to the overall market.
- Offline stores dominated distribution channels in 2022, capturing a 74% market share.
- North America leads the market, supported by innovative initiatives from major players headquartered in the U.S.

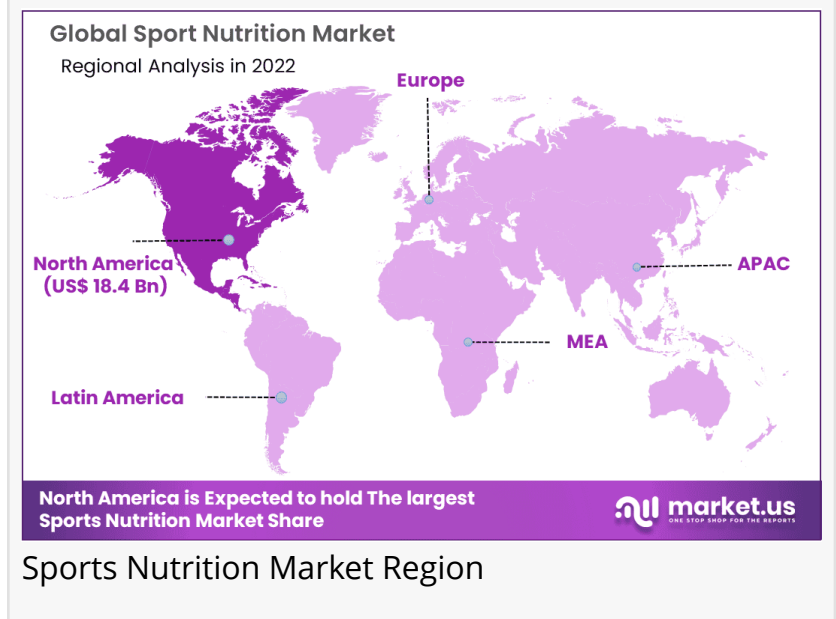
Prominent companies in the market include Iovate Health Sciences, Abbott, Quest Nutrition, PepsiCo, Clif Bar, and The Coca-Cola Company.

### How Artificial Intelligence (AI) is Changing the Sports Nutrition Market?

- Personalized Nutrition Plans: AI-powered platforms analyze individual fitness goals, dietary preferences, and health data to create customized sports nutrition plans, improving



Sports Nutrition Market Share



Sports Nutrition Market Region

effectiveness and user satisfaction.

- Enhanced Product Development: AI assists in identifying market trends and consumer demands, enabling companies to develop innovative products like plant-based supplements and enhanced formulations tailored to evolving preferences.
- Real-Time Tracking and Recommendations: Wearable devices integrated with AI monitor physical activity and dietary intake in real-time, offering personalized recommendations to optimize performance and recovery.
- Supply Chain Optimization: AI streamlines supply chains by predicting demand, managing inventory, and improving logistics, ensuring timely availability of sports nutrition products in the market.
- Consumer Insights and Marketing: AI-driven data analytics help brands understand consumer behavior, enabling targeted marketing campaigns and product positioning to reach specific fitness and wellness audiences.
- Quality Control and Safety: AI technologies enhance quality control processes by detecting contaminants or inconsistencies in product formulations, ensuring higher safety standards in sports nutrition products.

Market Segments:

Based on Product Type

Sports Drinks

- Isotonic
- Hypotonic
- Hypertonic
- Sports Supplements
- Protein Supplements
- Vitamins
- Minerals
- Amino Acids
- Probiotics
- Omega -3 Fatty Acids
- Others
- Meal Replacement Products
- Other Product Types

Based on Application

- Pre-workout
- Post-workout
- Other Applications

Based on Formulation

- Tablets
- Capsules
- Powder
- Soft gels
- Other Formulations

#### Based on Consumer

- Children
- Adult
- Geriatric

#### Based on Distribution Channel

- Online Platforms
- Offline Stores

#### Based on End-User

- Athletes
- Fitness Enthusiasts
- Bodybuilders
- Other End-Users

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#### Market Dynamics

##### Driver: Increasing Physical Activity Awareness

The World Health Organization (WHO) emphasizes the importance of physical activity for health, as outlined in the Global Action Plan on Physical Activity 2018–2030. This initiative encourages countries to implement policies that promote active lifestyles, thereby increasing participation in sports and exercise. As more individuals engage in physical activities, the demand for sports nutrition products rises to support performance and recovery. Governmental and non-governmental organizations' efforts to raise awareness about the benefits of physical activity directly contribute to the growth of the sports nutrition market.

##### Trend: Precision Nutrition Advancements

Precision nutrition, a subset of precision medicine, aims to provide individualized dietary recommendations based on factors like genetics, metabolism, and lifestyle. The National Institutes of Health (NIH) has identified the need for research in this area to develop more accurate nutritional guidance. Advancements in precision nutrition enable the creation of

tailored sports nutrition products, catering to specific needs of athletes and fitness enthusiasts, thus driving market innovation and consumer interest.

#### Restraint: Food and Nutrition Insecurity

Despite the growing interest in sports nutrition, food and nutrition insecurity remains a significant challenge globally. The Fogarty International Center highlights that low-income populations often face limited access to nutritious foods, impacting their ability to engage in and sustain physical activity. This disparity can restrain the sports nutrition market's growth, as a substantial portion of the population may prioritize basic nutritional needs over specialized products.

#### Opportunity: Government Initiatives on Nutrition

Governmental bodies, such as the U.S. Food and Drug Administration (FDA), conduct surveys to assess consumer behaviors related to food safety and nutrition. Findings from these surveys can inform policies and educational campaigns that promote healthier eating habits. Such initiatives present opportunities for the sports nutrition market to align products with public health goals, develop offerings that meet regulatory standards, and address consumer concerns, thereby expanding their reach and credibility.

#### Competitive Landscape:

The sports nutrition market is highly competitive, with prominent players focusing on product innovation, strategic collaborations, and expansion to gain a competitive edge. Key companies like Abbott Laboratories, PepsiCo, Nestlé, Quest Nutrition, and The Coca-Cola Company dominate the market. These firms leverage research and development to introduce specialized formulations, such as plant-based supplements and personalized nutrition products.

Emerging brands focus on niche markets, including organic and clean-label products, to appeal to health-conscious consumers. Companies are also adopting direct-to-consumer models and strengthening their online presence to cater to a digitally savvy audience. Regional players contribute to localized demand, while global brands aim to expand their footprint in growing markets like Asia-Pacific and Latin America.

#### Key Market Players:

- Iovate Health Sciences
- Abbott
- Quest Nutrition
- PepsiCo
- Cliff Bar
- The Coca-Cola Company
- MusclePharm
- The Bountiful Company

- Other Key Players

## Emerging Trends in Sports Nutrition

1. **Plant-Based Diets:** Athletes are increasingly adopting plant-based diets, which can meet nutritional needs when properly planned. The National Institutes of Health (NIH) provides resources on vegetarian diets, emphasizing the importance of adequate protein and nutrient intake for athletic performance.
2. **Personalized Nutrition:** Tailoring dietary plans to individual needs is gaining traction. The NIH supports research into personalized nutrition, aiming to optimize health and performance based on genetic, metabolic, and lifestyle factors.
3. **Focus on Recovery Nutrition:** Emphasis on post-exercise nutrition is increasing, with studies highlighting the role of protein and amino acids in muscle repair and growth. The NIH notes that dietary proteins are crucial for enhancing muscle repair and performance.
4. **Scrutiny of Supplement Safety:** There's growing attention to the safety and efficacy of dietary supplements. The NIH advises that while some supplements may benefit performance, others lack sufficient evidence or may pose health risks, underscoring the need for informed choices.
5. **Hydration Strategies:** Proper hydration is recognized as vital for performance. The NIH discusses the effectiveness of various beverages, including milk-based drinks, in rehydration and recovery, indicating a trend toward exploring diverse hydration options.

## Use Cases in Sports Nutrition

1. **Protein Supplementation for Muscle Growth:** Athletes often use protein supplements to enhance muscle mass. Research indicates that consuming up to 1.6 grams of protein per kilogram of body weight daily can support muscle growth during resistance training.
2. **Creatine for Enhanced Performance:** Creatine supplementation is popular among athletes aiming to improve high-intensity exercise performance. Studies show that creatine can increase muscle strength and power, benefiting activities like sprinting and weightlifting.
3. **Beta-Alanine for Endurance:** Beta-alanine is used to delay muscle fatigue. The NIH notes that taking 4 to 6 grams daily for at least two weeks can enhance performance in high-intensity activities lasting 1 to 4 minutes.
4. **Caffeine as an Ergogenic Aid:** Caffeine is commonly consumed to improve endurance and alertness. The NIH states that 2 to 6 mg per kg of body weight ingested an hour before exercise can enhance performance in endurance sports.

5. Hydration with Electrolyte Solutions: Athletes use electrolyte-rich beverages to maintain hydration and performance. The NIH highlights that such drinks can effectively replace fluids and electrolytes lost during intense exercise, preventing dehydration and associated performance decline.

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