

Sports Nutrition in Austria

October 2023

Table of Contents

Sports Nutrition in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales continue to climb in 2023 boosted by a renewed focus on health and fitness Sports protein products reaching a wider audience as distribution expands Sports protein powder benefiting from entry into more mainstream retail channels

PROSPECTS AND OPPORTUNITIES

As consumers become more active demand for sports nutrition should grow

An expanding consumer base spells good news for sports nutrition

Leading players expected to continue benefiting from well-established position in the market

CATEGORY DATA

- Table 1 Sales of Sports Nutrition by Category: Value 2018-2023
- Table 2 Sales of Sports Nutrition by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Sports Nutrition: % Value 2019-2023
- Table 4 LBN Brand Shares of Sports Nutrition: % Value 2020-2023
- Table 5 Forecast Sales of Sports Nutrition by Category: Value 2023-2028
- Table 6 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

Consumer Health in Austria - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

- Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
- Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023
- Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2022-2023

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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