

Sports Nutrition in Vietnam

September 2023

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Sports Nutrition in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing demand for sports nutrition in line with greater participation in exercise Sports nutrition remains small category in local consumer health industry Lower presence of local players in sports nutrition

PROSPECTS AND OPPORTUNITIES

Increase in physical activity in Vietnam to support further demand for sports nutrition Sports nutrition set to expand with increasingly sophisticated products Non store-based channels expected to dominate distribution of sports nutrition

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DISCLAIMER

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