

Sports Nutrition in Ireland

September 2023

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Sports Nutrition in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher levels of sports and fitness drive uptake of sports nutrition products Local player Glanbia Plc reinforces its position in sports protein powder and sports protein RTD Demand rises for sports non-protein products that aid post-workout recovery

PROSPECTS AND OPPORTUNITIES

Sports nutrition has significant growth opportunities Strong potential for protein bars due to broader appeal Sports protein RTD to capitalise on convenience trend

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DISCLAIMER

DEFINITIONS

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