

# Sports Nutrition in Hungary

October 2023

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## Sports Nutrition in Hungary - Category analysis

### KEY DATA FINDINGS

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Growing participation in sports and fitness activities continues to boost demand  
Sports non-protein products shows the fastest development  
Scitec and BioTech USA still well ahead of the rest of the field

#### PROSPECTS AND OPPORTUNITIES

Outlook for sports nutrition remains bright  
Protein/energy bars set to be the most dynamic category  
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### DISCLAIMER

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