

# Sports Nutrition in Mexico

October 2023

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## Sports Nutrition in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Mexicans' increasing interest in exercise supports demand for sports nutrition

GNC benefits from strong distribution as leading brand, while competitors must rely on differentiation to gain share

E-commerce strengthens penetration of sports nutrition

#### PROSPECTS AND OPPORTUNITIES

As interest in sports and health consciousness grows, consumers will increasingly seek more specialised sports nutrition

Sports non-protein products to gain further popularity, supported by greater availability

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