

Sports Nutrition in Indonesia

September 2023

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Sports Nutrition in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising participation in exercise and awareness of proper nutrition drive growth Local players perform well in sports nutrition E-commerce continues to grow in popularity, but remains a small channel

PROSPECTS AND OPPORTUNITIES

Potential for growth and the launch of new formats Different forms of vegetable protein likely to be explored Whey protein can help meet the daily protein needs of consumers

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DISCLAIMER

DEFINITIONS

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