



Euromonitor
International

Sports Nutrition in India

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports nutrition in India is rapidly expanding led by mainstream protein adoption and convenient on-the-go formats

India's sports nutrition landscape is shaped by leading players and dynamic "clean-label" challenger brands

Retail e-commerce has become the primary growth engine for sports nutrition sales

PROSPECTS AND OPPORTUNITIES

Brands are set to boost consumer confidence through conscious initiatives

Innovation beyond whey and functional formats will accelerate future growth

Reduction in Good and Services Tax (GST) to accelerate growth in sports nutrition

CATEGORY DATA

Table 1 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 2 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 4 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 5 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 6 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Consumer Health in India - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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