



Euromonitor
International

Sports Nutrition in Mexico

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Brands target new consumer groups with tailored protein launches

Creatine's mainstream breakout fuels non-protein surge

TikTok Shop drives impulse purchasing as social commerce reshapes discovery

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Challenger brands to drive protein innovation for younger, health-conscious consumers

Non-protein sports products to be supported by creatine's mainstream appeal

Online marketplace momentum to fuel protein powder growth

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Glanbia SA de CV surpasses Maxiva SA de CV as wider retail access reshapes leadership

Birdman builds momentum in plant-based sports nutrition

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Amazon and Mercado Libre expand reach as e-commerce outpaces stores

Warehouse clubs gain traction as direct selling declines

Chart 1 Retail Channels 2021-2026

PRODUCTS

Birdman expands protein portfolio to reach new consumer groups

X-Gear and affordable creatine bring new audiences into sports nutrition

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sports-nutrition-in-mexico/report.