Euromonitor International

Sports Nutrition in Egypt

September 2025

Table of Contents

Sports Nutrition in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Social media plays a huge role in sports nutrition
Optimum Nutrition Inc holds a significant share
Sports nutrition products are widely available to buy at gyms

PROSPECTS AND OPPORTUNITIES

Steady growth on the horizon for sports nutrition
Online coaching will drive demand for sports nutrition
AI influence on the category

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 Egypt - 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

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-egypt/report.