

Sports Nutrition in Spain

September 2023

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Sports Nutrition in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Being healthy and losing weight favour recovering demand for sports nutrition E-commerce makes further gains but players understand importance of omnichannel approach to sports nutrition sales Running boom boosts demand and remains relevant in Spain

PROSPECTS AND OPPORTUNITIES

Heightened health awareness set to support further demand for sports nutrition despite weak economy and subdued disposable incomes Sources of innovation as players look to offset competition from other areas Impulse purchases to drive up demand for protein/energy bars

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DISCLAIMER

DEFINITIONS

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