

# **Sports Nutrition in Australia**

September 2023

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#### Sports Nutrition in Australia - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Protein/energy bars sees dynamism, almost matching protein powder in terms of growth Musashi continues to see dynamic growth in sports nutrition in Australia Health food stores lose out to supermarkets and e-commerce

#### PROSPECTS AND OPPORTUNITIES

Sports nutrition appeals to more than gym-goers, as older Australians look for protein solutions Sports protein RTD has potential for growth as consumers seek convenience Plant-based protein positioned for strong growth over the forecast period

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