

Sports Nutrition in Brazil

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth for sports nutrition, driven by a wider consumer base embracing a healthier lifestyle

Cross-industry competition increases in response to the blurring wellness concept

Sports nutrition products gain shelf space in grocery retailers

PROSPECTS AND OPPORTUNITIES

Tax reform, the recovery of purchasing power, and the search for healthier lifestyles set to lead to double-digit growth rates

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