

# Sports Nutrition in Western Europe

December 2022

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Scope

Key findings

## REGIONAL OVERVIEW

Western Europe the most dynamic region in 2022

Sports nutrition immediately returns to positive growth from 2021

UK by some way the leading market for sports nutrition in Western Europe

Sports protein products account for the bulk of new sales in 2017-2022

Protein products continue to dominate sports nutrition sales

Sports nutrition seeing strong growth in 2022, in spite of rising prices

E-commerce dominates sports nutrition distribution

Gyms lost share during the pandemic

## LEADING COMPANIES AND BRANDS

Sports nutrition remains relatively fragmented at a regional level

The Hut Group remains a strong leader in Western European sports nutrition

The UK is the major revenue generator for the top 10 players

Barebells sees a major rise up the rankings over the 2017-2022 period

## FORECAST PROJECTIONS

Strong growth expected during the 2022-2027 period

Natural and functional products could be future growth areas for sports nutrition

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

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Belgium: Competitive and Retail Landscape

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Turkey: Competitive and Retail Landscape

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UK: Competitive and Retail Landscape

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