

# Sports Nutrition in Asia Pacific

October 2021

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Scope

Key findings

## REGIONAL OVERVIEW

Strong growth for Asia Pacific over 2016-2021

Further strong growth expected over the forecast period

China records the most dynamic growth over the historic period

Dynamic sports protein RTD growth in 2016-2021

Protein products continue to dominate sports nutrition sales

Health drives in Japan and China boosting sports nutrition sales

Grocery retailers lead sales in Japan...

...while e-commerce dominates distribution in China

## LEADING COMPANIES AND BRANDS

Leading countries have concentrated competitive landscapes

Meiji's sales are boosted by its new sports protein RTD line

Japan the major revenue generator for the top 10 players

MuscleTech moving up the rankings over the historic period

## FORECAST PROJECTIONS

Continued positive growth rates expected over 2021-2026

Sports protein RTD growth rates to slow over the forecast period

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

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