



Euromonitor
International

Sports Nutrition in US

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Nurri leverages ultra-filtered high-protein milkshakes to capture new protein audiences

Creatine launches at GNC contribute to mainstream appeal and growth for sports non-protein

Shift to high protein evident on shelves and in messaging

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Expanding demand and format diversification set to drive growth

Supply constraints and consumer dynamics to reshape the competitive landscape

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Optimum Nutrition defends its lead as challenger brands outpace rivals

Challenger brands drive innovation with clean label and targeted marketing

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Retail e-commerce leads distribution through digital discovery and convenience

Warehouse clubs captures mainstream demand while specialist stores face pressure

Chart 1 Retail Channels 2021-2026

PRODUCTS

Digital channels and warehouse club placement steer the innovation agenda

Retailer private label ranges and format diversification raise the competitive bar

Ingredient scarcity and capacity investment reshape competitive dynamics

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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