Sports Nutrition in Western Europe

December 2022

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

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