

MARKET REPORT



Sports Nutrition Market by Type (Protein Powder, Iso Drink Powder, Capsule/Tablets {Creatine, BCAA and others}, Supplement Powder, RTD Protein Drinks, Iso & Other Sports Drinks, Carbohydrate Drinks, Protein Bars, Carbohydrate/Energy Bars, and Other Supplements), Distribution Channel (Large Retail & Mass Merchandisers, Small Retail, Drug & Specialty Stores, Fitness Institutions, and Online & Other

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Sports nutrition products include protein powder, capsule/tablets (creatine/branched chain amino acids and others), supplement powder, ready-to-drink protein drinks, Iso drink powder, Iso & other sports drinks, carbohydrate drinks, protein bars, carbohydrate/energy bars, and other supplements. These products are widely used in strength sports (weightlifting & bodybuilding) and endurance sports (cycling, running, swimming, rowing, and others). In addition, they are majorly used to gain muscle mass, as a meal replacement, replenish water & electrolytes, and weight management.

Major factors that drive the growth of the market include a rise in obese population primarily in developed regions, consistent increase in the number of gyms & health clubs, increase in trend of online retail, and a surge in the number of recreational & lifestyle users. However, availability of cheap and counterfeit products poses challenge to sports nutrition manufacturers. Increase in health consciousness along with a rise in disposable income in developing economies provides lucrative opportunities for market growth.

The world sports nutrition market is segmented based on product type, end users, distribution channel, and geography. On the basis of product type, it is segmented into protein powder, Iso drink powder, capsule/tablets (creatine, BCAA and others), supplement powder, RTD protein drinks, Iso & other sports drinks, carbohydrate drinks, protein bars, carbohydrate/energy bars, and other supplements. Iso & other sports drinks segment accounted for the largest share of the overall sports nutrition market revenue in 2015. The carbohydrate/energy bars segment is expected to witness highest growth during the forecast period, owing to the increase in demand for healthy foods. End users of sports nutrition products comprise athletes, bodybuilders, recreational users, and lifestyle users. Channels through which sports nutrition products are distributed include large retail & mass merchandisers, small retail, drug & specialty stores, fitness institutions, and online & others. Large retail and mass merchandisers accounted for a majority share of the total market revenue on account of increasing usage of sports nutrition products as lifestyle food.

Geographically, the market is segmented into North America (U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, and rest of Europe), Asia-Pacific (Japan, Australia, China, India, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, South Africa, and rest of LAMEA). North America held the largest share in the market in 2015 and is expected to maintain its dominance throughout the forecast period. However, Asia-Pacific is expected to witness a double-digit growth on account of increase in health consciousness and rise in disposable income.

Key market players profiled in the report are The Coca-Cola Company, Abbott Nutrition Inc., PepsiCo Inc., Glanbia Plc., Reckitt Benckiser Group plc, Yakult Honsha Co Ltd, Post Holdings, Inc., GNC Holdings, Clif Bar & Company, and Otsuka Pharmaceuticals Co., Ltd.

KEY BENEFITS

The report includes extensive analysis of the factors that drive as well as restrain the world sports nutrition market.

The market projections for the period 2016 - 2021 are included along with factors that affect the same.

The report also provides quantitative as well as qualitative market trends to help the stakeholders understand the situations prevailing in the market.

An in-depth analysis of key segments of the market demonstrates stakeholders with different types of green solvents consumed across different industries on the globe.

Competitive intelligence highlights the business practices followed by the leading market players across various geographies.

KEY MARKET SEGMENTS:

The market is segmented on the basis of product type, end user, distribution channel, and geography.

BY PRODUCT TYPE

Protein Powder

Iso Drink Powder

Capsule/Tablets (creatine, BCAA and others)

Supplement Powder

RTD Protein Drinks

Iso & Other Sports Drinks

Carbohydrate Drinks

Protein Bars

Carbohydrate/Energy Bars

Other Supplements

BY END USER

Athletes

Bodybuilders

Recreational Users

Lifestyle Users

BY DISTRIBUTION CHANNEL

Large Retail & Mass Merchandisers

Small Retail

Drug & Specialty Stores

Fitness Institutions (Gym & Health Clubs)

Online & Others

BY GEOGRAPHY

North America

U.S.

Canada

Mexico

Europe

UK

France

Germany

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

Rest of Asia-Pacific

LAMEA (Latin America, Middle East, and Africa)

Brazil

Argentina

South Africa

Rest of LAMEA

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FIG. 25 WORLD ISO & OTHER SPORTS DRINKS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 26 WORLD ISO & OTHER SPORTS DRINKS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 27 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD CARBOHYDRATE DRINKS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 28 WORLD CARBOHYDRATE DRINKS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 29 WORLD CARBOHYDRATE DRINKS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 30 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD PROTEIN BARS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 31 WORLD PROTEIN BARS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 32 WORLD PROTEIN BARS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 33 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 34 WORLD CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 35 WORLD CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 36 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD OTHER SUPPLEMENTS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 37 WORLD OTHER SUPPLEMENTS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 38 WORLD OTHER SUPPLEMENTS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 39 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD SPORTS NUTRITION MARKET, BY USER, 2015 & 2021 (%)

FIG. 40 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD ATHLETES SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 41 WORLD ATHLETES SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 42 WORLD ATHLETES SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 43 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD BODYBUILDERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 44 WORLD BODYBUILDERS SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 45 WORLD BODYBUILDERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 46 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD RECREATIONAL USERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 47 WORLD RECREATIONAL USERS SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 48 WORLD RECREATIONAL USERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 49 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD LIFESTYLE USERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 50 WORLD LIFESTYLE USERS SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 51 WORLD LIFESTYLE USERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 52 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD SPORTS NUTRITION MARKET, BY DISTRIBUTION CHANNEL, 2015 & 2021 (%)

FIG. 53 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 54 WORLD LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 55 WORLD LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021(%)

FIG. 56 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD SMALL RETAIL SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 57 WORLD SMALL RETAIL SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 58 WORLD SMALL RETAIL SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021(%)

FIG. 59 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD DRUG AND SPECIALTY STORES SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 60 WORLD DRUG AND SPECIALTY STORES SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 61 WORLD DRUG AND SPECIALTY STORES SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021(%)

FIG. 62 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD FITNESS INSTITUTIONS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 63 WORLD FITNESS INSTITUTIONS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 64 WORLD FITNESS INSTITUTIONS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021(%)

FIG. 65 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD ONLINE AND OTHERS SPORTS

NUTRITION MARKET, 2015 & 2021 (%)

FIG. 66 WORLD ONLINE AND OTHERS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 67 WORLD ONLINE AND OTHERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021(%)

FIG. 68 COMPARATIVE MARKET SHARE ANALYSIS OF NORTH AMERICA SPORTS NUTRITION MARKET, BY COUNTRY, 2015 & 2021 (%)

FIG. 69 U.S. SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 70 CANADA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 71 MEXICO SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 72 COMPARATIVE MARKET SHARE ANALYSIS OF EUROPE SPORTS NUTRITION MARKET, BY COUNTRY, 2015 & 2021 (%)

FIG. 73 U.K. SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 74 GERMANY SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 75 FRANCE SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 76 ITALY SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 77 SPAIN SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 78 REST OF EUROPE SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 79 COMPARATIVE MARKET SHARE ANALYSIS ASIA-PACIFIC SPORTS NUTRITION MARKET, BY COUNTRY, 2015 & 2021 (%)

FIG. 80 JAPAN SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 81 AUSTRALIA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 82 CHINA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 83 INDIA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 84 REST OF ASIA-PACIFIC SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 85 COMPARATIVE MARKET SHARE ANALYSIS OF LAMEA SPORTS NUTRITION MARKET, BY COUNTRY, 2015 & 2021 (%)

FIG. 86 BRAZIL SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 87 ARGENTINA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 88 SOUTH AFRICA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 89 REST OF LAMEA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 90 COCA COLA COMPANY: REVENUE, 2012-2014 (\$MILLION)

FIG. 91 COCA COLA COMPANY: REVENUE BY GEOGRAPHY, 2014 (%)

FIG. 92 ABBOTT NUTRITION, INC.: REVENUE, 2012-2014 (\$MILLION)

FIG. 93 REVENUE OF ABBOTT NUTRITION, INC., BY PRODUCT SEGMENT (%), 2014

FIG. 94 REVENUE OF PEPSICO INC., 2012-2014, (\$MILLION)

FIG. 95 PEPSICO INC.: REVENUE BY SEGMENT, 2014 (%)

FIG. 96 REVENUE OF PEPSICO. INC. BY GEOGRAPHY (%), 2014

FIG. 97 GLANBIA PLC: REVENUE, 2012 2014 (\$MILLION)

FIG. 98 GLANBIA PLC: REVENUE BY SEGMENT, 2014 (%)

FIG. 99 RECKITT BENCKISER GROUP PLC.: REVENUE, 2012 2014 (\$MILLION)

FIG. 100 RECKITT BENCKISER GROUP PLC: REVENUE BY GEOGRAPHY, 2014 (%)

FIG. 101 YAKULT HONSHA CO LTD.: REVENUE, 2013 2015 (\$MILLION)

FIG. 102 YAKULT HONSHA CO LTD: REVENUE BY SEGMENT, 2015 (%)

FIG. 103 POST HOLDINGS, INC., REVENUE, 2012 2014 (\$MILLION)

FIG. 104 REVENUE OF POST HOLDINGS, BY BUSINESS SEGMENT, 2014 (%)

FIG. 105 GNC HOLDINGS: REVENUE, 2012 2014 (\$MILLION)

FIG. 106 OTSUKA HOLDINGS CO. LTD: REVENUE, 2012 2014 (\$MILLION)

FIG. 107 REVENUE OF OTSUKA HOLDINGS CO. LTD., BY PRODUCT (%), 2014

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