Beat: Sports

Global Sports Food Market to Witness 9.2% CAGR During 2016 - 2022

P&S Market Research

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USPA NEWS - The global sports food market has been growing due to factors, such as surging urbanization and growing numbers of fitness centers and health clubs. The consumers in the sports nutrition market tend to move from tastier sports foods to healthier ones....

The global sports food market has been growing due to factors, such as surging urbanization and growing numbers of fitness centers and health clubs. The consumers in the sports nutrition market tend to move from tastier sports foods to healthier ones. During the course of their purchase of sports food, the consumer keenly looks for the ingredients involved. The manufacturers are trying to bring about products with the best blend of taste and healthy ingredients. They have started to concentrate on the sugar content in their product offering.

The demand for bars with organic ingredient has grown significantly, especially in the developed countries. With the increasing instances of celiac disease, the sports food manufacturers are choosing ingredients such as sunflower seeds, quinoa, brown rice flour, pea and rice protein, tapioca syrup, cacao nibs and organic agave, in order to match the consumer needs.

The developed countries such as the U.S. and countries in Europe, still remain major markets for sports food products; however the emerging economies in Asia-Pacific are expected to be major growth drivers for the market. The low awareness in the developing countries, as compared to the western markets is the key reason for less market share of eastern countries, in the global sports food market. Moreover, the low disposable income of consumers and use of products limited only to athletes and bodybuilders have also been hindering the growth of the global sports food market earlier.

The major companies operating in the global sports food market include Nestle S.A., Clif Bar & Company, Glanbia Plc, Abbott Laboratories, PepsiCo Inc., GNC Holdings Inc., The Coca Cola Company, Universal Food, GlaxoSmithKline Plc, and MusclePharm Corporation.

- Global Sports Food Market Segmentation By Type :
* Energy Bars
* Protein Bars
* Sports Gels

- By Distribution Channel :
* Supermarkets and Hypermarkets
* Convenience Stores
* Drug Stores
* Others

- Geographical Segmentation By Region :
* North America (US and Canada)
* Rest of North America
* Europe (Germany, Italy, U.K., Russia, Spain, France)
* Rest of Europe
* Asia-Pacific (Japan, Australia, India, China)
* Rest of Asia-Pacific
* Rest of the World (RoW) - Brazil, Argentina, South Africa)
* Rest of RoW

Source : P&S Market Research

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