

Sports Nutrition in Switzerland

September 2022

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Sports Nutrition in Switzerland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sports nutrition benefits from health and wellbeing trends as a higher number of consumers take up regular exercise

Widening distribution supports growing mass consumer appeal

Specialists regain traction and e-commerce continues to establish itself, especially for repeat sales

PROSPECTS AND OPPORTUNITIES

Widening awareness and distribution will support sales over the forecast period

Domestic Sponsor Sport Food maintains company lead, whilst Active Nutrition's PowerBar shows rising competition

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DISCLAIMER

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