

Global Performance Nutrition Market:
Analysis By Product (Protein Powder, RTD
Protein Drinks, Sports Drinks, Bars, and
Others), By Consumer group (Adults,
Children, and Geriatric), By Application
(Post-workout, Pre-workout, and Others), By
End User (Bodybuilders, Athletes, and
Lifestyle Users), By Distribution Channel
(Hypermarket/Supermarket, Specialty Stores,
Fitness Centres, and Online Channels), By
Region Size and Trends with Impact of
COVID-19 and Forecast up to 2028

April 2023



Global Performance Nutrition Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID-19

Market Dynamics

Competitive Landscape

Company Profiling

Global Performance Nutrition Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Performance Nutrition Market: Analysis By Product (Protein Powder, RTD Protein Drinks, Sports Drinks, Bars, and Others), By Consumer group (Adults, Children, and Geriatric), By Application (Post-workout, Pre-workout, and Others), By End User (Bodybuilders, Athletes, and Lifestyle Users), By Distribution Channel (Hypermarket/Supermarket, Specialty Stores, Fitness Centres, and Online Channels), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028
Coverage	Global and Regional
Regional Coverage	North America, Europe, Asia Pacific, Latin America & Middle East & Africa
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2023-2028
Competition in the Market	Fragmented
Key Players	Mondelez International, Inc., Glanbia Plc., Kellogg Company, Abbott Laboratories, Simply Good Foods Company, PepsiCo, Inc., THG Plc., Meiji Holdings Co., Ltd., and MusclePharm Corporation.

Global Performance Nutrition Market

Executive Summary

Performance nutrition (or sports nutrition) is the utilization of dietary interventions to enhance physical fitness and sports performance. The main objective of the performance nutrition is to improve the skills, power, strength, speed, and endurance of athletes. The global performance nutrition market was valued at US\$41.71 billion in 2022. The market value is expected to reach US\$69.37 billion by 2028, growing at a CAGR of 8.98% over the projected period of 2023-2028.

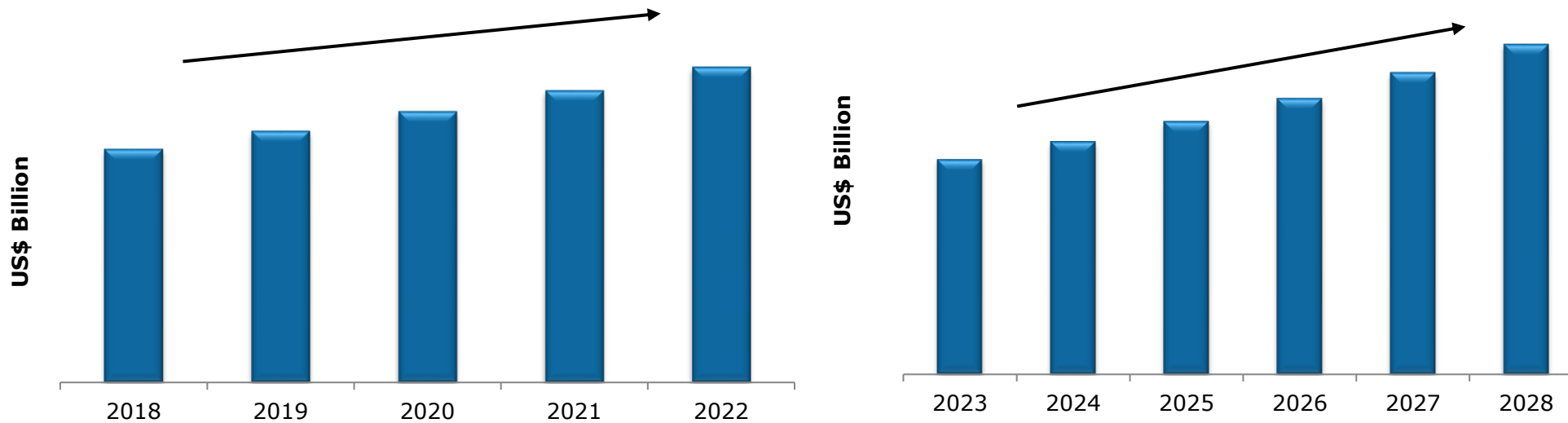
The global performance nutrition market can be segmented based on product (protein powder, RTD protein drinks, sports drinks, bars, and others), consumer group (adults, children, and geriatric), application (post-workout, pre-workout, and others), end user (bodybuilders, athletes, and lifestyle users), and distribution channel (hypermarket/supermarket, specialty stores, fitness centres, and online channels). On the basis of product, protein powder dominated the market in 2022. North America held the major share of the global performance nutrition market in 2022.

The COVID-19 pandemic has had a significant impact on the performance nutrition market. Performance nutrition industry was negatively impacted by the pandemic in the initial months of 2020, owing to closure of gyms and fitness centers. Despite all these headwinds, the pandemic has opened up the substantial potential for performance nutrition market. The epidemic increased people's desire to live a healthy lifestyle. Also, the epidemic has raised awareness of performance nutrition, and uses performance nutrition products to maintain their physical fitness.

The global performance nutrition market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2023-2028), the market would further augment at an escalating growth rate. The global performance nutrition market growth is predicted to be supported by numerous growth drivers such as growing number of fitness centers & health clubs, rising popularity of sports, increasing demand for immunity-enhancing products, rising cases of obesity, and growing availability of a variety of performance nutrition. Conversely, the market growth would be negatively impacted by various challenges such as high cost of nutritional products, availability of counterfeit supplements, etc. Moreover, the market growth would succeed in various market trends like rise in social media marketing, growing health and wellness awareness, clean sports nutrition products, personalized performance nutrition, and growing demand from recreational sports enthusiasts.

Performance Nutrition Market: Global Analysis

Global Performance Nutrition Market by Value



CAGRs	
2018-2022	xx%
2023-2028	xx%

The global performance nutrition market, valued at US\$... billion in 2022, increased as compared to US\$... billion in 2021 at a CAGR of% from 2018 to 2022. The global performance nutrition market is anticipated to reach up to US\$... billion by 2028 from US\$... billion in 2023, rising at a CAGR of% from 2023 to 2028...

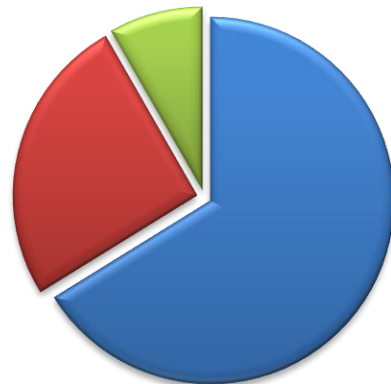
Performance Nutrition Market: Global Analysis

Global Performance Nutrition Market by Product; 2022



Product	Share
Protein Powder	xx%
Sports Drinks	xx%
Bars	xx%
RTD Protein Drinks	xx%
Others	xx%

Global Performance Nutrition Market by Consumer group; 2022



Consumer Group	Share
Adults	xx%
Children	xx%
Geriatric	xx%

Performance Nutrition Market: Global Analysis

Global Performance Nutrition by Application; 2022



Application	Share
Post-Workout	xx%
Pre-Workout	xx%
Others	xx%

Global Performance Nutrition Market by End User; 2022



End User	Share
Bodybuilders	xx%
Athletes	xx%
Lifestyle Users	xx%

Performance Nutrition Market: Global Analysis

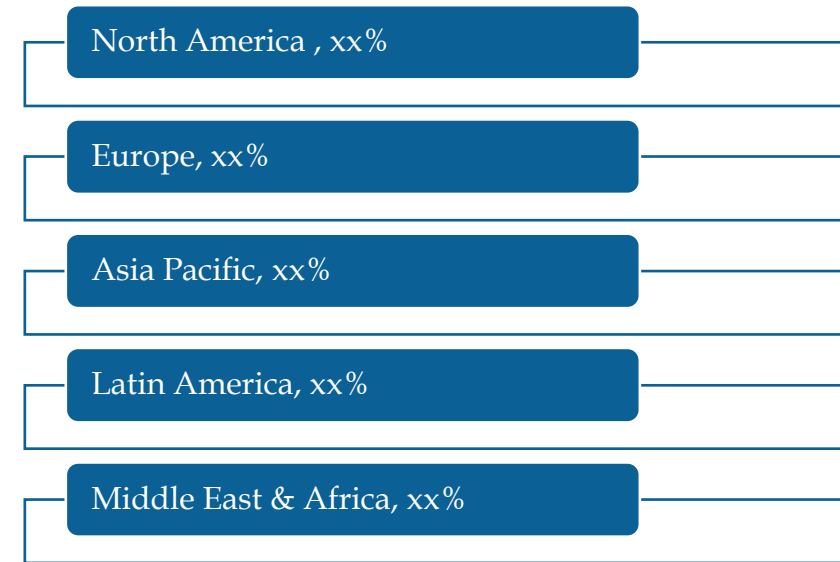
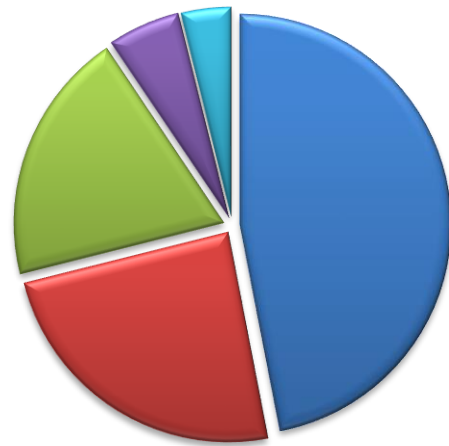
Global Performance Nutrition Market by Distribution Channels; 2022



Distribution Channel	Share
Hypermarket/Supermarket	xx%
Specialty Stores	xx%
Online Channels	xx%
Fitness Centres	xx%

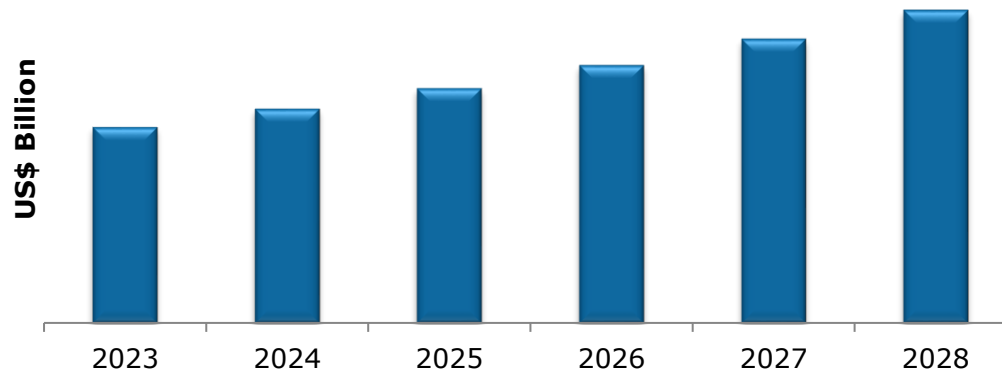
Performance Nutrition Market: Global Analysis

Global Performance Nutrition Market by Region; 2022

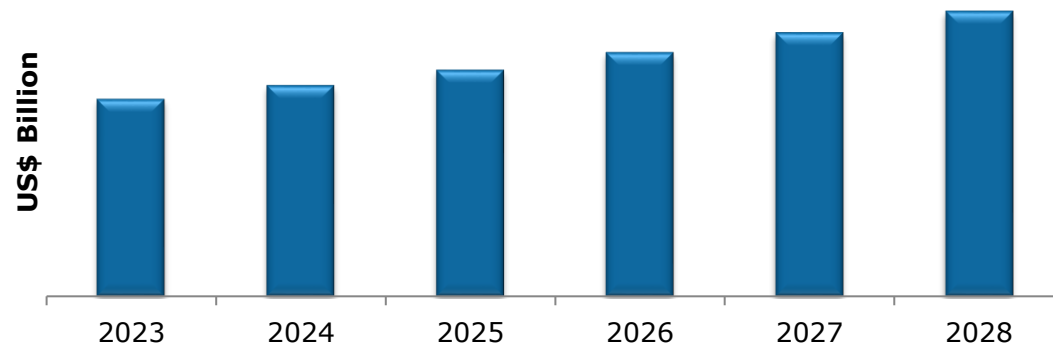


Performance Nutrition Market: Product Analysis

Global Protein Powder Performance Nutrition Market by Value



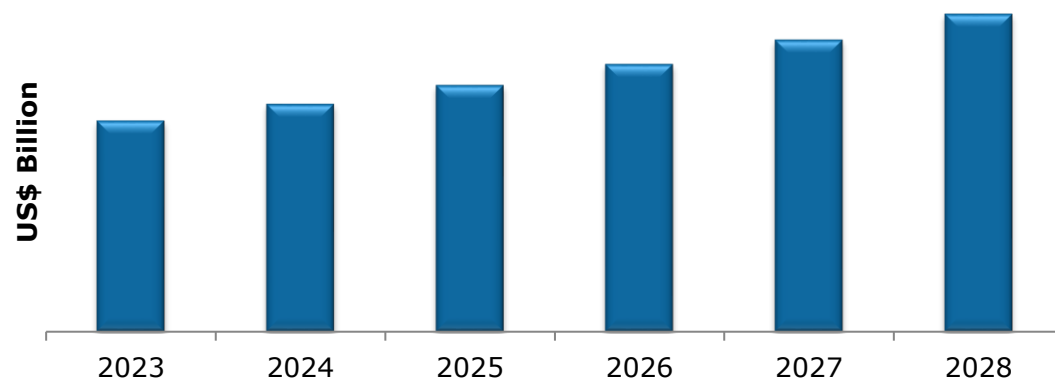
Global Sports Drinks Performance Nutrition Market by Value



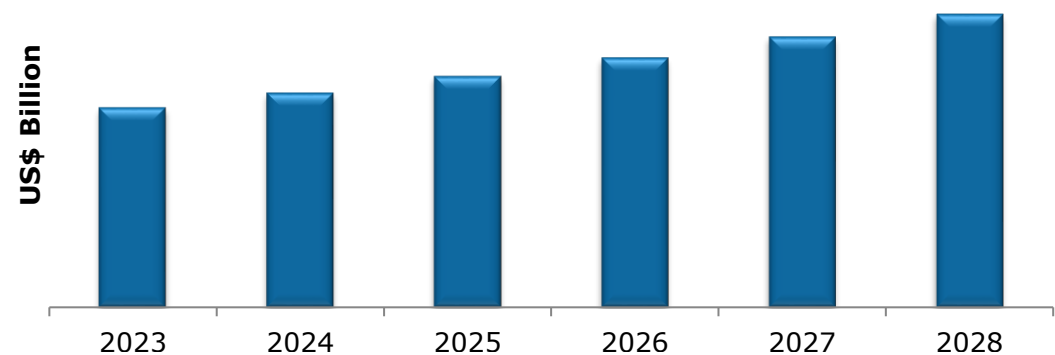
Product	CAGR (2023-2028)
Protein Powder	xx%
Sports Drinks	xx%
Bars	xx%
RTD Protein Drinks	xx%
Others	xx%

Performance Nutrition Market: End User Analysis

Global Bodybuilders Performance Nutrition Market by Value



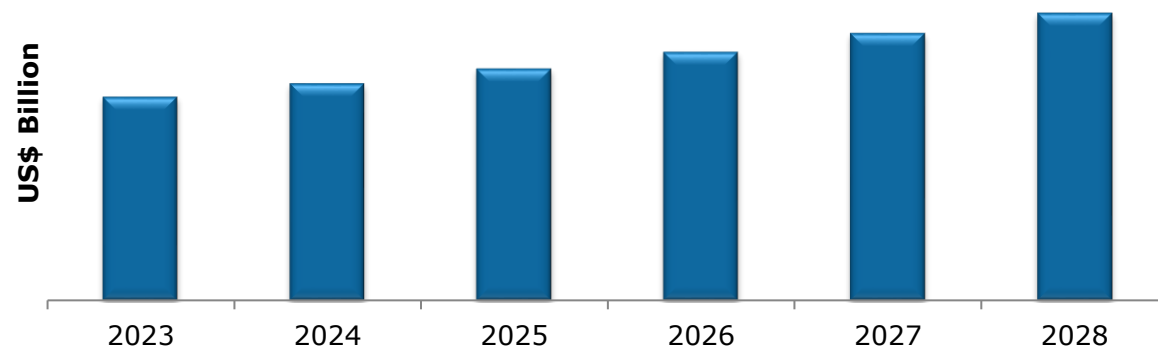
Global Athletes Performance Nutrition Market by Value



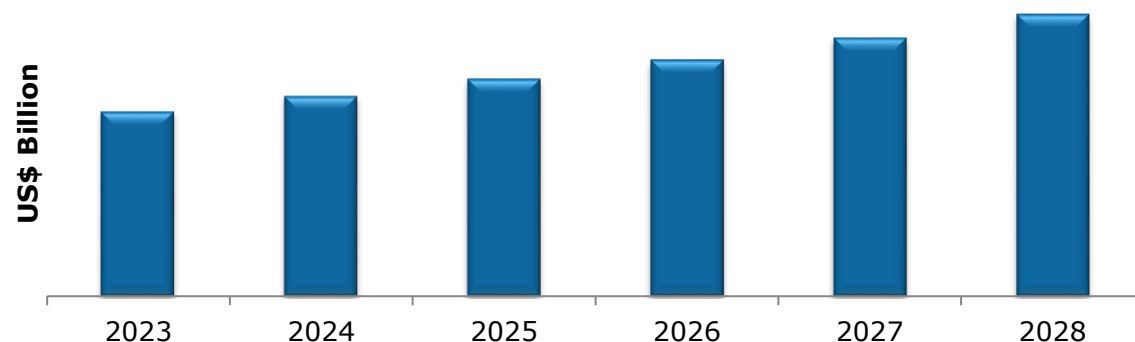
End User	CAGR (2023-2028)
Bodybuilders	xx%
Athletes	xx%
Lifestyle Users	xx%

Performance Nutrition Market: Distribution Channels Analysis

Global Hypermarket/Supermarket Performance Nutrition Market by Value



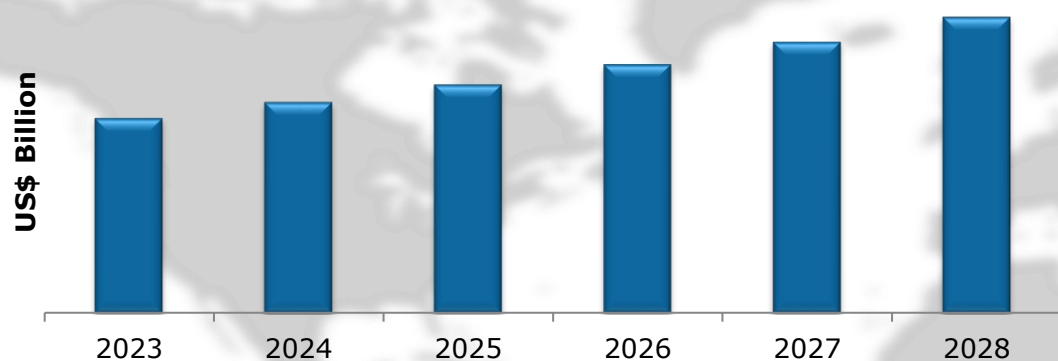
Global Specialty Stores Performance Nutrition Market by Value



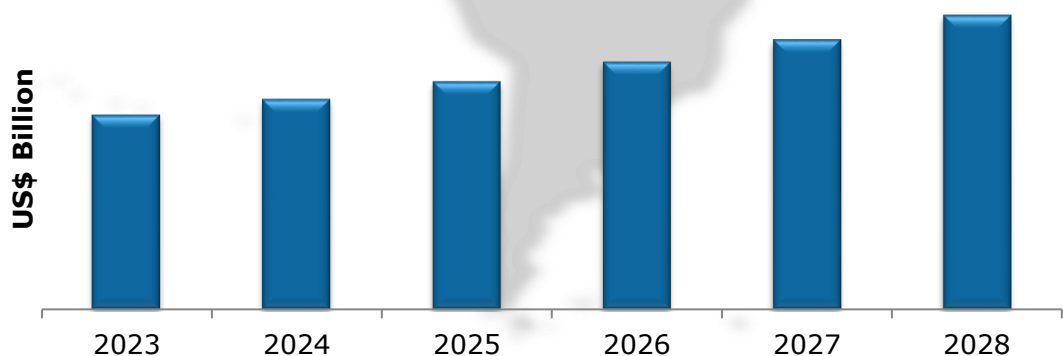
Distribution Channel	CAGR (2023-2028)
Hypermarket/Supermarket	xx%
Specialty Stores	xx%
Online Channels	xx%
Fitness Centres	xx%

Performance Nutrition Market: Regional Analysis

North America Performance Nutrition Market by Value



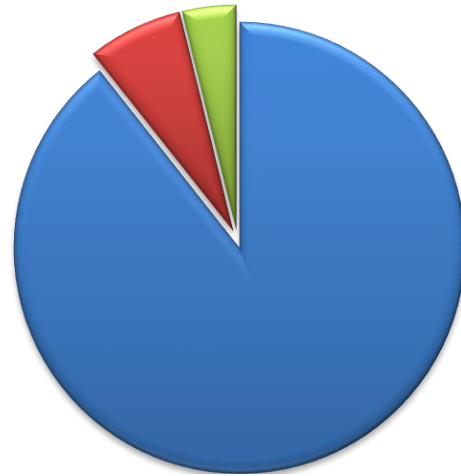
Europe Performance Nutrition Market by Value



Region	CAGR (2023-2028)
North America	xx%
Europe	xx%
Asia Pacific	xx%
Latin America	xx%
Middle East and Africa	xx%

North America Performance Nutrition Market: An Analysis

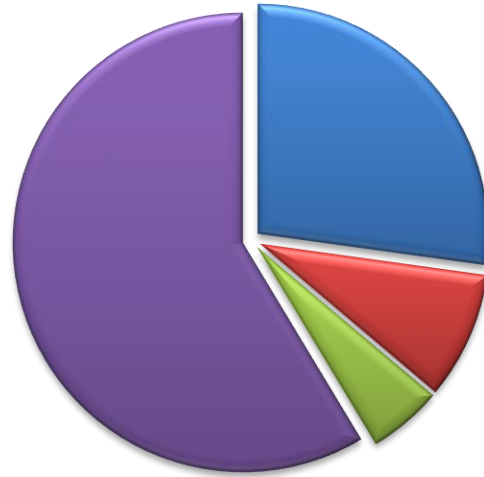
North America Performance Nutrition Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

Europe Performance Nutrition Market: An Analysis

Europe Performance Nutrition Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
UK	xx%	xx%
Germany	xx%	xx%
Italy	xx%	xx%
Rest of Europe	xx%	xx%

Asia Pacific Performance Nutrition Market: An Analysis

Asia Pacific Performance Nutrition Market by Region; 2022



Region	Share (2022)	CAGR (2023-2028)
Japan	xx%	xx%
China	xx%	xx%
Australia	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Performance Nutrition Market: Dynamics



Performance Nutrition Market: Competitive Landscape

Players Profiled

- ☐ Mondelez International, Inc.
- ☐ Glanbia Plc.
- ☐ Kellogg company
- ☐ Abbott Laboratories.
- ☐ The Simply Good Foods Company
- ☐ PepsiCo, Inc.
- ☐ THG Plc.
- ☐ Meiji Holdings Co., Ltd.
- ☐ MusclePharm Corporation
- ☐ Nutrabolt
- ☐ GNC Holdings, Inc.
- ☐ Worldwide Nutrition

Global Performance Nutrition Players by Market Share; 2022

