

Attitudes towards Sports Nutrition - UK - June 2017

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“Sports nutrition continues to enjoy growth thanks to it having attracted a more diverse user group; however, the category is facing intensifying competition from mainstream foods embracing a high-protein proposition. Demand for sports nutrition products made with all-natural ingredients and those without sugar highlight areas of focus for brands going forward.”
– Anita Winther, Research Analyst

This report looks at the following areas:

- Drawing attention to experts can build trust for brands
- Ingredient scrutiny highlights need for transparency in sports nutrition
- Worries over ingredients used to make high-protein claims need to be quelled

Widening its appeal to a more diverse user group has given the sports nutrition category as significant boost in recent years. NPD such as ready-to-drink drinks and snacks, combined with greater visibility in the major supermarkets and chemists, has been important in facilitating this.

While sports nutrition brands continue to report growing revenues, growth through mainstream channels slowed markedly in 2016. A shift is taking place in the market between channels, with high street specialists struggling, while many operators are seeing rapid growth through the online channel

The UK's ageing population poses a notable challenge for this market, as exercise and sports nutrition usage falls with age, highlighting the need for sports nutrition to build relevance among this group to tap the grey pound. Meanwhile, the expected income squeeze is likely to see consumers become more budget-conscious, putting onus on operators to justify the price premium of sports nutrition products.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

Growth through mainstream channels slows markedly in 2016

Specialist channels dominate the market

Budget squeeze and ageing population pose challenges for the market

No uptick in exercise

Strong touted as the new skinny

Ageing population poses a threat

Tighter budgets could hamper growth in sports nutrition market

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Growth through mainstream channels slows markedly in 2016

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Specialist channels dominate the market

Budget squeeze and ageing population pose challenges for the market

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Ageing population poses a threat

Tighter budgets could hamper growth in sports nutrition market

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Acquisitions continue

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Sports nutrition brands struggle in mainstream grocery

High-protein launches continue to grow

Meat, dairy and snacks attract high-protein NPD

Sports nutrition brands tap new health trends

Mars looks to protein, Myprotein launches Little Bears

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27% of adults use sports nutrition products

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Three in ten use high-protein products

Checking credentials of online authors deemed important

Official health service providers win on trust

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- Just 26% of users trust sport nutrition brands
- Widespread demand for industry-wide certification
- Ingredient scrutiny is high
- Products for low-intensity activities appeal to young women
- The popularity of balanced diets could curb protein appeal
- Worries exist over ingredients used to make high-protein claims

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