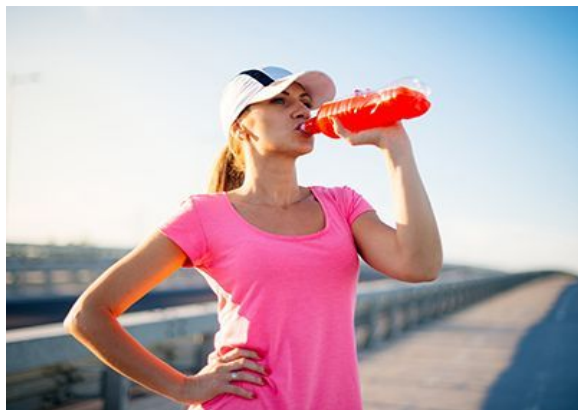


## Sports Nutrition - Ireland - April 2017

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“Recognising the health benefits of regular physical activity, Irish consumers are exercising two to three times a week. This points to a strong market for sports nutrition brands to target and focusing on how their products aid rapid recovery between frequent exercise will pique active Irish consumers’ interest and encourage greater usage of sports nutrition products to support their fitness goals.”

**James Wilson, Research Analyst**

This report looks at the following areas:

- Protein powder prices increasing
- Opportunities for sports nutrition products as population ages
- Active consumers provide opportunities for sports nutrition brands
- Personal finances improve in RoI; uneven recovery sees mixed picture in NI

### What you need to know

Irish consumers are active and claim to exercise two to three times a week in 2017. This indicates that they recognise the health benefits of regular exercise, pointing to a strong market for sports nutrition products within Ireland.

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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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