

Sports Nutrition - Canada - July 2019

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This report looks at the following areas:

- Sports nutrition is competing with food and water
- Consumers struggle to find trustworthy sources of information
- Half of consumers are using sports nutrition products
- Consumers are looking for hydration, energy and protein
- Sports nutrition has wide appeal across activity levels

The sports nutrition market has been very successful at expanding, which is illustrated by how many consumers are using these products for reasons unrelated to sports. The breadth of choice in this market means that almost all consumers can find a product that suits their lifestyle. There is ample opportunity to continue expanding this market by finding messaging that can highlight the benefits of these products for those who aren't currently using them.



"While the sports nutrition industry is ostensibly designed for fitness and athleticism, it has successfully grown to the point of being used by half of consumers today. There is considerable variety of products in this market, which helps it resonate with so many individuals."

Scott Stewart, Senior Technology and Media Analyst

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