



Attitudes towards Sports Nutrition: Inc Impact of COVID-19 - UK - August 2020

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This report looks at the following areas:

- The impact of COVID-19 on the sports nutrition market.
- Where sports nutrition products are bought and key choice factors.
- The opportunity for plant-based and personalised products in the sports nutrition market.
- Consumer usage of and attitudes towards high-protein food and drink.

That taste stands on a par with healthiness in consumers' product choice – cited by 58% and 61% of buyers, respectively – shows how growing competition in the sports nutrition market has set the expectations high for products to deliver on enjoyment as well as functionality.

While the COVID-19 outbreak gave a notable boost to consumers' interest in health and exercise, the lockdown also sharply curbed exercise opportunities. Looking ahead, the income squeeze triggered by the lockdown will put non-essential spend in the line of fire, including that on sports nutrition products.

The growing competition from mainstream food and drink actively calling out their protein credentials adds to this pressure. Brands have made themselves more vulnerable to this with the recent push to be seen as better-for-you snacks among mainstream consumers. While providing new revenue streams, this risks diluting their specialised image.

A third (34%) of people are interested in sports nutrition products customised to their personal needs, including 68% of sports nutrition users. Such products also stand to bring new users to the category, as 18% of non-users of sports nutrition show interest in these. Examples in this space are rare, but frontrunners with a compelling proposition can reap substantial benefits.



“While the COVID-19 lockdown has severely curbed exercise opportunities, the outbreak has sparked a keener interest in health and exercise that could open up opportunities for sports nutrition ahead. The economic downturn however poses a stark challenge in the short term.”

– Angharad Goode, Research Analyst

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