

Attitudes towards Sports Nutrition - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the sports nutrition market.
- Usage of different types of sports nutrition products, and frequency of usage.
- Barriers to usage of sports nutrition products.
- New launch activity in sports nutrition and high-protein products, and interest in product attributes in food and drink tailored for taking part in sport/exercise.
- Behaviours and attitudes related to using and buying sports nutrition products.

More help on matching sports nutrition products to personal needs is warranted, given that 44% of those who exercise would like more advice/guidance on this. This holds ripe opportunities for brands, as 67% of category users would like such guidance. However, it also stands to drive category uptake as 25% of non-users show interest in such help.

People stating an intention to focus more on exercise and eating healthily post-COVID, also spurred by the government focus on tackling obesity, will drive relevance of and create opportunities for sports nutrition products among a wider audience. However, the greater focus on weight management makes innovation in the lower calorie and sugar space key to unlocking growth opportunities.

Foods high in protein pose stern competition to sports nutrition products. Their extensive availability is widely seen to make high-protein sports nutrition products unnecessary. 47% of sports nutrition users hold this view. This emphasises the importance for the market of communicating other nutritional benefits and also educating consumers about how all protein is not the same.

The COVID-19 pandemic has added fuel to the 'positive nutrition' trend and boosted interest in functional food and drink. There is an opportunity too in



“Consumers focusing more on exercise and eating healthily post-COVID will drive relevance of sports nutrition products among a wider audience, but they face growing competition from high-protein products in mainstream food and drink categories.”

– Richard Caines, Senior Food & Drink Analyst

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sports nutrition for more products with added functional health benefits, given that 38% of people are interested in products supporting the immune system, 31% in products supporting gut health and 28% in products boosting cognitive performance

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- Sport nutrition sales start to rebound in 2021
- Increased interest in exercise and eating healthily bodes well

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