

Attitudes towards Sports Nutrition - UK - 2023

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This report looks at the following areas:

- The impact of the cost of living crisis on the sports nutrition category.
- Usage of different types of sports nutrition products, and frequency of usage.
- Key trends in new launch activity in sports nutrition and high-protein products.
- Behaviours related to using and buying sports nutrition products, including the potential to engage users with tailored approaches.
- Attitudes towards using and buying sports nutrition products, including interest in age inclusivity.

Brand tie-ups warrant greater attention from sports nutrition and mainstream brands. Some 55% of sports nutrition users viewing products made through such collaborations as appealing, yet they are relatively little explored in this category. This interest points to a route for traditional treat brands to offer non-HFSS products.

As consumers have seen their finances come under pressure in a cost of living crisis, commitment to certain health promoting habits has ebbed. Sports nutrition products too are in the line of fire. Some 64% of sports nutrition users say that concerns over money make them likely to buy fewer sports nutrition products, suggesting that many users view these as non-essential, while frequency of usage has fallen in 2022.

The ageing of the population poses a notable challenge for the category, with usage falling from 73% of 16-24s to just 14% of over-55s. This comes despite 74% of consumers of this age exercising. This disconnect between exercise participation and sports nutrition usage suggests that more can be done to engage the aging population with this category.

Driving relevancy among these older consumers is key to tapping into this. Age-inclusivity holds potential here, since interest in age-specific products stands at



“As consumers are seeing their finances come under pressure, commitment to certain health promoting habits is ebbing. This puts sports nutrition too under fire, with usage frequency falling in 2022.”

- **Claire Finnegan, Research Analyst, January 2023**

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58% among sports nutrition users aged over 55. The time is also right for wider age profiles in sports nutrition marketing; 59% of sports nutrition users state this would make a sports nutrition brand more appealing.



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