

# Attitudes towards Sports Nutrition - UK - June 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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Whilst three in four adults exercise, with six in 10 doing so at least once a week, only 28% of adults eat/drink sports nutrition products. Positioning sports nutrition products as an important part of an 'everyday' exercise routine thus offers potential for the market to bring new users into the category.

## This report looks at the following areas:

- Sports nutrition market could tap into ageing population
- Lack of trust in sports nutrition products holds back the market
- Sports nutrition products deemed artificial

In order to drive usage, the sports nutrition industry will have to overcome barriers such as widespread lack of product understanding, scepticism of efficacy and that half of adults think that eating a well-balanced diet provides enough protein.

The number of over-55s is predicted to grow rapidly between 2014 and 2019. Meeting the demands of this age group will become increasingly important for the industry. High-protein sports nutrition products tailored to people as they get older is the most popular product concept among this cohort. Backed by EFSA-approved claims relating to the maintenance of muscle mass, such products would be well placed to appeal.

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## DID YOU KNOW?

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## The Market – What You Need To Know

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Ageing population presents a challenge to the industry

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Wellbeing products look aimed to expand pool of users

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Mainstream products boost their protein credentials

Leading brands continue to focus on a technical proposition

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...whilst mainstream brands gear towards active lifestyles

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Recent activity and advertising

Sci-Mx Nutrition

Background and product range

Recent activity and advertising

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Dunn's River (Grace Foods)

Background and product range

For Goodness Shakes

Background and product range

Recent activity

Ultimate Sports Nutrition (USN)

Background and product range

Recent activity

GNC

Background and product range

Recent activity

Online retailers

[www.bodybuilding.com](http://www.bodybuilding.com)

[www.myprotein.com](http://www.myprotein.com)

[www.thesupplementstore.co.uk](http://www.thesupplementstore.co.uk)

[www.sncdirect.com](http://www.sncdirect.com)

## The Consumer – What You Need To Know

A quarter of adults use sports nutrition

One in five buy sports nutrition

Efficacy concerns hold back the market

A balanced diet is seen by many to offer enough protein

New concepts spark interest

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28% of consumers use sports nutrition products

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Almost half of buyers spend less than £20 per month

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## Attitudes towards Sports Nutrition Products

Efficacy concerns hold back the market

Figure 15: Attitudes towards sports nutrition products, April 2015

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