



# Sports Nutrition in Ireland

September 2023

Table of Contents

## Sports Nutrition in Ireland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Higher levels of sports and fitness drive uptake of sports nutrition products  
Local player Glanbia Plc reinforces its position in sports protein powder and sports protein RTD  
Demand rises for sports non-protein products that aid post-workout recovery

#### PROSPECTS AND OPPORTUNITIES

Sports nutrition has significant growth opportunities  
Strong potential for protein bars due to broader appeal  
Sports protein RTD to capitalise on convenience trend

#### CATEGORY DATA

Table 1 - Sales of Sports Nutrition by Category: Value 2018-2023  
Table 2 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Sports Nutrition: % Value 2019-2023  
Table 4 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023  
Table 5 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028  
Table 6 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

## Consumer Health in Ireland - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023  
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

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### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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