

Sports Nutrition in Australia

September 2023

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Sports Nutrition in Australia - Category analysis

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2023 DEVELOPMENTS

Protein/energy bars sees dynamism, almost matching protein powder in terms of growth

Musashi continues to see dynamic growth in sports nutrition in Australia

Health food stores lose out to supermarkets and e-commerce

PROSPECTS AND OPPORTUNITIES

Sports nutrition appeals to more than gym-goers, as older Australians look for protein solutions

Sports protein RTD has potential for growth as consumers seek convenience

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