



**Euromonitor
International**

Sports Nutrition in Italy

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing interest in sporting activities contributes to the sustained growth of sports nutrition despite consumers paying higher prices
Protein powders embrace premiumisation and targeted innovation through e-commerce channels
Consumers prioritise flexibility and value over convenience, hindering RTD protein growth

PROSPECTS AND OPPORTUNITIES

Rising popularity of high protein foods could impact sports nutrition growth
Emerging sporting disciplines will fuel growth in non-protein sports nutrition with focus on energy, hydration, and recovery
Sports nutrition players can keep leveraging major events for brand awareness and market expansion

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DISCLAIMER

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