

Sports Nutrition in Peru

October 2024

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Sports Nutrition in Peru - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth due to greater interest towards an active lifestyle

Creatine is a trending product as consumers look to enhance strength

E-commerce is positioned as one of the leading sales channels

PROSPECTS AND OPPORTUNITIES

Illicit trade is a rising threat to sports nutrition across the forecast period Focusing on individual consumer needs is key to a successful sale Players will prioritise distribution and core products over innovations

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