



Sports Nutrition in New Zealand

September 2024

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Sports Nutrition in New Zealand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports protein powder remains the largest category within sports nutrition

Local dairy industry means low barriers to entry, with heavy segmentation

Sports non-protein products is the strongest performer

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Inflationary pressures expected to ease, unit price growth expected to slow

Sustainability considerations will give rise to growth in plant-based protein products

Protein/energy bars expected to see the strongest performance

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