



Euromonitor
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Sports Nutrition in New Zealand

September 2024

Table of Contents

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

- Table 1 - Sales of Sports Nutrition by Category: Value 2019-2024
- Table 2 - Sales of Sports Nutrition by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Sports Nutrition: % Value 2020-2024
- Table 4 - LBN Brand Shares of Sports Nutrition: % Value 2021-2024
- Table 5 - Forecast Sales of Sports Nutrition by Category: Value 2024-2029
- Table 6 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

Consumer Health in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2019-2024
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

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

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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