

# Sports Nutrition in Estonia

October 2024

Table of Contents

## Sports Nutrition in Estonia - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sports nutrition gains popularity amongst younger Estonians Diversification of sports nutrition products expands audience Baltic Nutrition Partners retains its lead in a fragmented landscape, whilst e-commerce plays a key role in sports nutrition sales

## PROSPECTS AND OPPORTUNITIES

Functional beverages to drive growth in sports nutrition Sustainable packaging appeals to environmentally conscious consumers Personalised nutrition becoming a key trend

#### CATEGORY DATA

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

#### Consumer Health in Estonia - 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 2019-2024Table 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 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

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sports-nutrition-in-estonia/report.