

Sports Nutrition in Estonia

October 2024

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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

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

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DISCLAIMER

DEFINITIONS

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