



Sports Nutrition in China

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sports nutrition is becoming more functional
- Sports nutrition products specifically for outdoor activities an increasing trend
- Retail e-commerce remains the dominant sales channel for sports nutrition

PROSPECTS AND OPPORTUNITIES

- Natural and organic ingredients represent a significant direction for the future development of sports nutrition
- Ready-to-drink (RTD) sports protein is poised to emerge as a significant opportunity in the near future

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