



Euromonitor  
International

# Sports Nutrition in Singapore

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sports nutrition products continue to gain momentum, as local consumers pursue active lifestyles
- Shift towards non-protein products targeted at boosting endurance
- Blurring of lines between sports nutrition and other product categories

PROSPECTS AND OPPORTUNITIES

- Government initiatives promoting regular exercise will ensure that demand for sports nutrition remains high
- More diverse formats and plant-based options will drive growth
- Expected shift towards online purchasing, driven by convenience and bulky nature of sports nutrition offerings

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Consumer Health in Singapore - Industry Overview

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DISCLAIMER

DEFINITIONS

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