

# Sports Nutrition in South Africa

October 2024

**Table of Contents** 

## Sports Nutrition in South Africa - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sports nutrition purchased by niche target audience in South Africa

Sports protein powder remains most popular option as it expands its reach

Consumers are brand loyal when it comes to a specific sports nutrition product

### PROSPECTS AND OPPORTUNITIES

Optimistic outlook as sport nutrition expands to wider audience

South Africans increasingly seek convenient packaging and formats

#### **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 South Africa - 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**

## 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 focusing 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-south-africa/report.