

Sports Nutrition in Egypt

October 2024

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Sports Nutrition in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Social media trends help to support sports nutrition as part of a healthy lifestyle E-commerce and direct to consumer sales offer convenience Growing variety in sports nutrition, offering options for different needs

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Ongoing migration towards sustainable products expected Social media continues to play a key part in health awareness Personalised nutrition plans and AI set to define the future

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DISCLAIMER

DEFINITIONS

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