



Euromonitor  
International

# Sports Nutrition in Spain

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growing consumer base of health-focussed consumers boosts sales
- Brands expand their offers past traditional formats and flavours
- Popular category attracts new launches from both local and global players

PROSPECTS AND OPPORTUNITIES

- Healthy lifestyles will continue to support sales in sports nutrition
- A stronger focus on the female consumer base expected
- Competition expected to intensify further over the forecast period

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 Spain - 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

## SOURCES

### Summary 1 - Research Sources

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