

# Sports Nutrition in Georgia

September 2024

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### Sports Nutrition in Georgia - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Category sales supported by rising fitness trends Limited players competing in sports nutrition Price-sensitive consumers prompt players to offer regular discounts, with e-commerce providing significant sales

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Growth set to continue throughout forecast period Players will broaden their portfolios Specialist retailers will remain leading channel amid intensifying competition

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# DEFINITIONS

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