



Sports Nutrition in Italy

September 2024

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Sports Nutrition in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing interest in sporting activities contributes to the sustained growth of sports nutrition despite consumers paying higher prices

Protein powders embrace premiumisation and targeted innovation through e-commerce channels

Consumers prioritise flexibility and value over convenience, hindering RTD protein growth

PROSPECTS AND OPPORTUNITIES

Rising popularity of high protein foods could impact sports nutrition growth

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