



# Sports Nutrition in Portugal

September 2023

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## Sports Nutrition in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased participation in sport and outdoor activities driving sales  
Consumers looking for more convenient formats as sports nutrition enters the mainstream  
Private label gaining ground under the cloud of economic uncertainty

#### PROSPECTS AND OPPORTUNITIES

Healthy and active lifestyles should help to sustain growth over the forecast period  
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### DISCLAIMER

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