



Sports Nutrition in the Philippines

September 2024

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Sports Nutrition in the Philippines - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports nutrition products address physical and mental wellness needs
Growing number of collaborations between sports nutrition and activity-focused brands
Widening availability of credit options via e-commerce boosts demand

PROSPECTS AND OPPORTUNITIES

Growing interest in exercise, especially running, combined with cultural emphasis on maintaining a slim physique, will drive future growth
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