



Sports Nutrition in Egypt

September 2023

Table of Contents

Sports Nutrition in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New products available boost both growth and interest in sports nutrition
Rising interest in fitness from a younger consumer group, enhanced by social media
Optimum nutrition retains its lead in 2023, followed by BPI Sports Holdings

PROSPECTS AND OPPORTUNITIES

Natural and transparent products launch across the forecast period
Migration towards more economical products, brands, and formats
Fitness and health focus to grow, with an emphasis on convenience products

CATEGORY DATA

Table 1 - Sales of Sports Nutrition by Category: Value 2018-2023
Table 2 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Sports Nutrition: % Value 2019-2023
Table 4 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023
Table 5 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028
Table 6 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

Consumer Health in Egypt - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 16 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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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