



# Sports Nutrition in Australia

September 2023

Table of Contents

## Sports Nutrition in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Protein/energy bars sees dynamism, almost matching protein powder in terms of growth

Musashi continues to see dynamic growth in sports nutrition in Australia

Health food stores lose out to supermarkets and e-commerce

#### PROSPECTS AND OPPORTUNITIES

Sports nutrition appeals to more than gym-goers, as older Australians look for protein solutions

Sports protein RTD has potential for growth as consumers seek convenience

Plant-based protein positioned for strong growth over the forecast period

#### 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 Australia - 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 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 - 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

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### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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