

# **Sports Nutrition in Dominican Republic**

September 2023

**Table of Contents** 

# Sports Nutrition in Dominican Republic - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Fitness trend drives category growth despite higher prices Supply chain disruptions affecting sports nutrition Direct selling channel making gains in sports nutrition; however, Almacenes Gurabo maintains its lead

# PROSPECTS AND OPPORTUNITIES

Opportunities for RTD and liquid formats Emerging interest in protein bars and other formats Cross-border purchases of sports nutrition products to expand

#### CATEGORY DATA

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

# Consumer Health in Dominican Republic - 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 2018-2023Table 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 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 Summary 1 - OTC: Switches 2022-2023

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# DEFINITIONS

SOURCES

Summary 2 - Research Sources

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