

# Sports Nutrition in Belgium

September 2023

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## Sports Nutrition in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Reopening of gyms closely tied to the growth and recovery of sports nutrition

Switch to home workout routines disrupts the recovery of vending

Decathlon thriving as competition heats up across sports nutrition

#### PROSPECTS AND OPPORTUNITIES

Deeper penetration anticipated for sports nutrition despite but a possible slowdown in the opening of new gyms

Increasing number of runners, hikers and cyclists should boost sales of sports non-protein products

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