

# Sports Nutrition in Peru

October 2023

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## Sports Nutrition in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Post-pandemic resumption of sporting activities benefits sports nutrition, but challenges around whey protein supply remain

Social media and word of mouth are now the most influential channels for sports nutrition promotion

Consumers improve their eating habits in a more complex economic context

#### PROSPECTS AND OPPORTUNITIES

Companies must find new strategies in the face of competition from healthy packaged food

Grams of protein per scoop will be more relevant when choosing a protein powder

Targeting consumer groups is a key strategy for players

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