

Sports Nutrition in Slovenia

October 2023

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Sports Nutrition in Slovenia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The fitness culture is rising, boosting sales of sports nutrition
Sports Protein RTDs gain share, being an innovation for many
E-commerce sales rise as consumer demand for sports nutrition increases

PROSPECTS AND OPPORTUNITIES

Many consumers prioritise sports nutrition during times of rising inflation
Rising employment among younger consumers would boost sales
E-commerce grows, with consumers opting for wide availability and convenience

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DISCLAIMER

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