



Sports Nutrition in New Zealand

October 2023

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Sports Nutrition in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong performance for sports nutrition, with protein/energy bars leading the way
Non-protein still has much scope for development
Local ANZ brands continue to dominate the market

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Protein products have opportunity to target wider demographic amid ageing population
High-quality plant-based options will gain traction
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