



# Sports Nutrition in Saudi Arabia

September 2023

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## Sports Nutrition in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising participation in sports and physical activity drives growth, but not full recovery

Sports nutrition moves towards purposes other than muscle-building

AmCan International Group continues to lead, and Eric Favre enters the market

#### PROSPECTS AND OPPORTUNITIES

Full recovery expected, which will encourage new developments and entrants

Localising production will increase availability

Despite already being dominant, e-commerce is set to continue growing

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