

Sports Nutrition in Sweden

October 2023

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Sports Nutrition in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Burgeoning gym culture boost sales of sports nutrition products
Protein enters the mainstream
E-commerce remains vitally important, due to popularity of bulk purchasing

PROSPECTS AND OPPORTUNITIES

Solid growth expected, thanks to health and wellness trends
Growing demand for vegan offerings
E-commerce will continue to grow, albeit to a lesser extent

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DISCLAIMER

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