

# Sports Nutrition in Estonia

September 2023

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## Sports Nutrition in Estonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increasingly healthy lifestyles and rising nutrition education benefit sales in 2023  
Protein bars see rising popularity as a healthier alternative to confectionery snacks  
Baltic Nutrition Partners retains its lead of a fragmented landscape

#### PROSPECTS AND OPPORTUNITIES

Sports nutrition will continue to outperform other consumer health categories  
Snacking on protein will benefit protein bars  
Consumers demand products that help a quick recovery

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### DISCLAIMER

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