



Sports Nutrition in Taiwan

October 2023

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Sports Nutrition in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing participation in sports and fitness activities continues to buoy demand
Protein/energy bars remains the fastest developing category in volume terms
Mars Inc maintains overall lead as competitive pressures increase

PROSPECTS AND OPPORTUNITIES

Level of new product development activity in sports nutrition set to remain high
E-Sports nutrition should create additional growth opportunities
E-commerce will continue to gain importance as a distribution channel

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