



Sports Nutrition in the Philippines

October 2023

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Sports Nutrition in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising interest in sports and fitness provides basis for sales of sports nutrition
Health and wellness attributes prove increasingly crucial for supporting demand
E-commerce continues to gain ground consumers demand convenience

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Expansion of consumer base set to spur sales growth in the category
Increasing pressure to look muscular and slim among young men to prove crucial
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