

Sports Nutrition in Egypt

September 2023

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Sports Nutrition in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New products available boost both growth and interest in sports nutrition
Rising interest in fitness from a younger consumer group, enhanced by social media
Optimum nutrition retains its lead in 2023, followed by BPI Sports Holdings

PROSPECTS AND OPPORTUNITIES

Natural and transparent products launch across the forecast period
Migration towards more economical products, brands, and formats
Fitness and health focus to grow, with an emphasis on convenience products

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