



# Sports Nutrition in Kenya

January 2024

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## Sports Nutrition in Kenya - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy lifestyles and access to gyms contribute to growth  
High-income groups are primary consumers of sports nutrition  
Sports nutrition limited by its niche status

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Affordability concerns and limited customer base will stifle growth  
Increased number of vegans to influence product development  
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### DISCLAIMER

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