

A photograph of two people jogging outdoors. One person is in the foreground wearing a pink shirt and black shorts, and another person is partially visible behind them. They are wearing athletic shoes and a fitness tracker on their wrists.

Sports Nutrition and Weight Management

REPORT 2024



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The NBJ model pulls from myriad data sources, outlined in the methodology at the end of this report. Critical to our outputs is our partnership with SPINS, which powers our retail data and understanding and whose Amazon data supports our e-commerce projections.

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