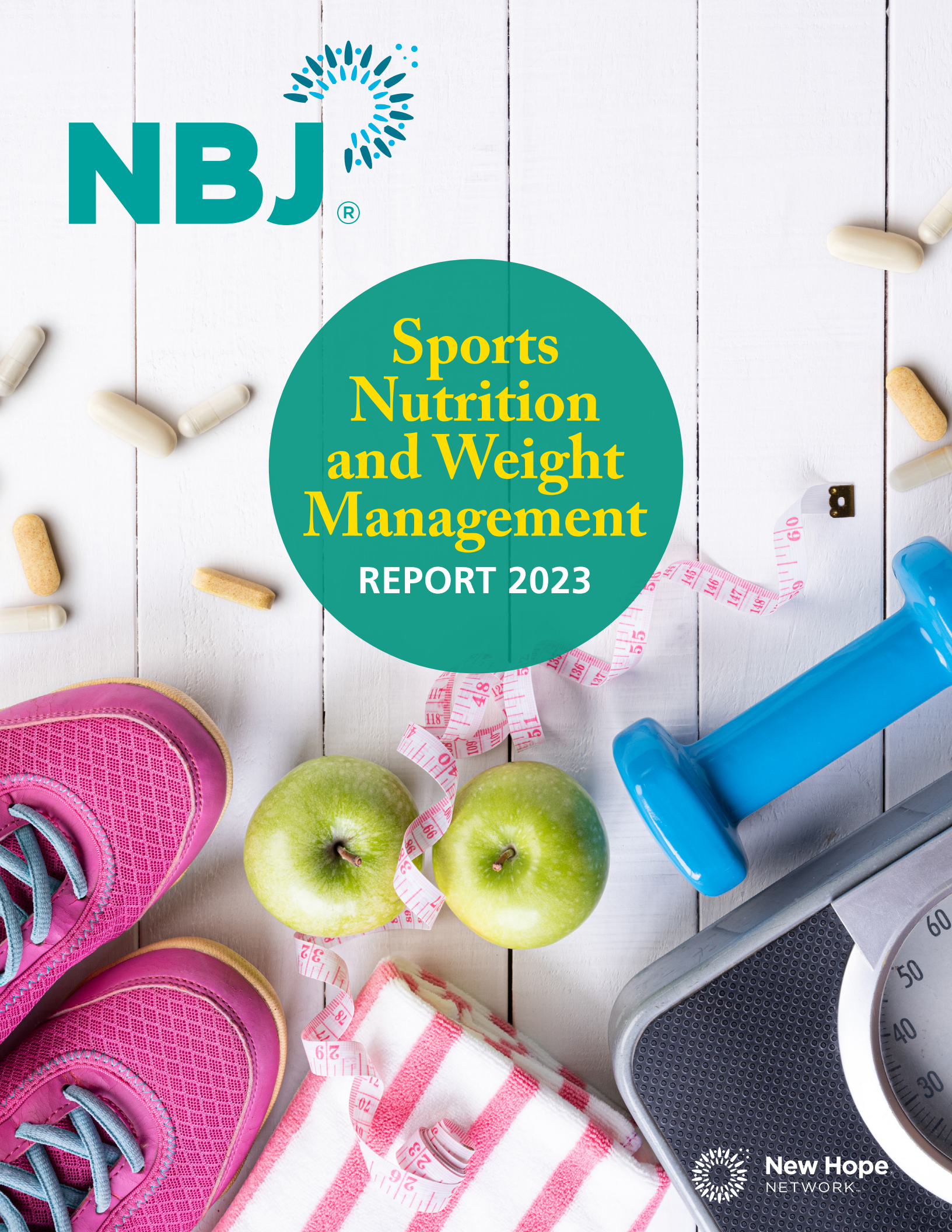




**Sports
Nutrition
and Weight
Management**
REPORT 2023



New Hope
NETWORK

Contents

Executive overview.....	1
Top thoughts	1
Categorical whiplash	1
<i>Improving general health was the top reason for why regular sports nutrition users take sports nutrition products.....</i>	<i>2</i>
<i>Price was the most important for generally active consumers who plan to buy a sports nutrition product in the next year</i>	<i>3</i>
<i>Energy and joint support are top reasons occasional sports nutrition users would purchase a new product for support.....</i>	<i>4</i>
<i>\$62.9 billion U.S. sports nutrition and weight management industry by category, 2022</i>	<i>5</i>
<i>U.S. Sports nutrition and weight management sales and growth, 2018-2026e</i>	<i>5</i>
<i>U.S. Sports nutrition and weight management sales by category, 2018-2026e.....</i>	<i>6</i>
<i>U.S. Sports nutrition and weight management growth by category, 2018-2026e.....</i>	<i>6</i>
<i>U.S. Sports nutrition and weight management market share by category, 2018-2026e.....</i>	<i>7</i>
Read more	7
Sports food and beverage: Functional beverages and bars.....	8
Top thoughts	8
Recovering lost ground	8
<i>71% of regular sports nutrition users agree they always look for low sugar when selecting hydration or electrolyte products</i>	<i>9</i>
<i>Animal-based protein ingredients individually ranked higher than plant-based ingredients</i>	<i>10</i>
<i>Functional sports beverages vs. Total sports nutrition and weight management sales and growth, 2018-2026e.....</i>	<i>11</i>
<i>Functional sports beverage sales and growth, 2018-2026e.....</i>	<i>12</i>
<i>\$1.3 billion functional sports beverage sales by channel, 2022</i>	<i>12</i>
<i>Sports nutrition functional beverage sales by channel, 2018-2026e.....</i>	<i>13</i>
<i>Sports nutrition functional beverage growth by channel, 2018-2026e.....</i>	<i>13</i>
<i>Nutrition bars and gels vs. Total sports nutrition and weight management sales and growth, 2018-2026e</i>	<i>13</i>
<i>Nutrition bars and gels sales and growth, 2018-2026e.....</i>	<i>14</i>
<i>\$5.7 billion nutrition bar and gel sales by channel, 2022</i>	<i>14</i>
<i>Nutrition bar and gel sales by channel, 2018-2026e.....</i>	<i>15</i>
<i>Nutrition bars and gels growth by channel, 2018-2026e.....</i>	<i>15</i>
Market manifestations: Functional beverages.....	16
<i>Huel Ready-to-Drink</i>	
<i>Kate Farms Nutrition Shake</i>	
<i>Soylent Complete Energy</i>	
Market manifestations: Bars and gels.....	16
<i>All Real Protein Bar</i>	
<i>Good To Go Soft Baked Bars</i>	
<i>SlimFast Intermittent Fasting Bar</i>	

Sports food and beverage: Hydration and energy17

Top thoughts 17

Sips and splurges 17

Energy and immune are top reasons for regular sports nutrition users seeking out hydration products..... 18

Recovery from a workout was the primary consumption reason for occasional users of a hydration or electrolyte product..... 19

Half of regular sports nutrition users prefer ready-to-drink bottles and liquids for their hydration products 20

Multivitamins are the top daily product that regular sports nutrition users take for support in their active lifestyle or sports performance..... 21

\$40.7 billion sports hydration and energy beverages by channel, 2022..... 22

Sports hydration and energy beverages sales and growth, 2018-2026e 22

Sports hydration and energy beverages sales by channel, 2018-2026e..... 23

Sports hydration and energy beverages growth by channel, 2018-2026e 23

Sports hydration and energy beverages market share by channel, 2018-2026e..... 24

Sports hydration and energy beverages vs. Total sports nutrition and weight management industry sales and growth, 2018-2026e..... 24

\$15.2 billion sports hydration beverages by channel, 2022..... 25

Sports hydration beverages sales and growth, 2022-2026e..... 25

Sports hydration beverage sales by channel, 2022-2026e 26

Sports hydration beverage growth by channel, 2022-2026e 26

Sports hydration beverage market share by channel, 2022-2026e 27

Sports hydration beverages vs. Total sports nutrition and weight management industry sales and growth, 2022-2026e 27

Sports energy beverages sales and growth, 2018-2026e 28

\$25.5 billion sports energy beverages by channel, 2022..... 28

Sports energy beverage sales by channel, 2022-2026e 29

Sports energy beverage growth by channel, 2022-2026e 29

Sports hydration beverage market share by channel, 2022-2026e 30

Sports hydration beverages vs. Total sports nutrition and weight management industry sales and growth, 2022-2026e 30

Market manifestations: Hydration31

Roar Organic

Prime Hydration

Needed Hydration Support

Market manifestations: Energy.....31

Alani Energy

Oca

Goli Energy Bites

Read more31

Sports supplements32

Top thoughts32

Fresh powder.....32

More than one-third of protein users take protein 3 - 6 times per week 33

Highest protein content, no added sugar, and organic are top product attributes to regular sports nutrition users 34

Sports nutrition pills and gummies vs. Total sports nutrition and weight management sales and growth, 2018-2026e 35

Sports nutrition pills and gummies sales and growth, 2018-2026e 36

\$394 million U.S. sports nutrition pills and gummies sales by channel, 2022 37

Sports nutrition pills and gummies sales by channel, 2018-2026e 37

Sports nutrition pills and gummies growth by channel, 2018-2026e 38

Sports nutrition protein powders vs. Total sports nutrition and weight management sales and growth, 2018-2026e 38

Sports nutrition protein powders sales and growth, 2018-2026e 39

Sports nutrition protein powders sales by protein type, 2022-2026e 39

Sports nutrition protein powders growth by protein type, 2022-2026e 40

All other sports nutrition powders sales and growth, 2022-2026e 40

All other sports nutrition powders sales, growth, and market share 2022-2026e 41

\$7.3 billion U.S. sports nutrition powders by channel, 2022 41

Sports nutrition powders sales by channel, 2018-2026e 42

Sports nutrition powders growth by channel, 2018-2026e 42

Market manifestations: Sports supplements43

Natreve Mooless Whey

Olly Recover Gummy Rings

Equate Plant-based Protein Supplement

Weight management supplements44

Top thoughts44

Managing expectations for weight management44

Mass market leads for regular purchasers of sports nutrition products 45

Weight management pill supplements vs. Total sports nutrition and weight management sales and growth, 2018-2026e 46

Weight management pill supplements sales and growth, 2018-2026e 47

\$1.6 billion weight management pill supplements by channel, 2022 48

Weight management pill supplements sales by channel, 2018-2026e 48

Weight management pill supplements growth by channel, 2018-2026e 49

Weight management meal supplement vs. Total sports nutrition and weight management sales and growth, 2018-2026e 49

Weight management meal supplement sales and growth, 2018-2026e 50

\$5.9 billion weight management meal supplements by channel, 2022 50

Weight management pill supplements sales by channel, 2018-2026e 51

Weight management pill supplements growth by channel, 2018-2026e 51

Market manifestations: Weight management supplements	52
Release	
Mdrive Lean	
Sakara Metabolism Super Powder	
Read more	52
Sales channels	53
Top thoughts	53
The aisles have it.....	53
Comparing top information sources for staying up to date on new products between generally active consumers	54
\$62.9 billion U.S. sports nutrition and weight management sales by channel, 2022.....	55
U.S. Sports nutrition and weight management sales by channel, 2018-2026e.....	56
U.S. Sports nutrition and weight management growth by channel, 2018-2026e.....	56
\$6.7 billion U.S. natural and specialty retail sports nutrition and weight management sales by category, 2022	57
U.S. Natural and specialty retail sports nutrition and weight management sales and growth, 2018-2026e.....	57
U.S. Natural and specialty retail sports nutrition and weight management sales by category, 2018-2026e	58
U.S. Natural and specialty retail sports nutrition and weight management growth by category, 2018-2026e	58
U.S. Natural and specialty retail sports nutrition and weight management market share by category, 2018-2026e	59
\$46.3 billion U.S. mass market retail sports nutrition and weight management sales by category, 2022	59
U.S. Mass market retail sports nutrition and weight management sales and growth, 2018-2026e	60
U.S. Mass market retail sports nutrition and weight management sales by category, 2018-2026e.....	60
U.S. Mass market retail sports nutrition and weight management growth by category, 2018-2026e.....	61
U.S. Mass market retail sports nutrition and weight management market share by category, 2018-2026e.....	61
\$3.4 billion U.S. MLM-network marketing sports nutrition and weight management sales by category, 2022	62
U.S. MLM-network marketing sports nutrition and weight management sales and growth, 2018-2026e.....	62
U.S. MLM-network marketing sports nutrition and weight management sales by category, 2018-2026e.....	63
U.S. MLM-network marketing sports nutrition and weight management growth by category, 2018-2026e.....	63
U.S. MLM-network marketing sports nutrition and weight management market share by category, 2018-2026e.....	64
\$4.9 billion U.S. e-commerce sports nutrition and weight management sales by category, 2022	64
U.S. E-commerce sports nutrition and weight management sales and growth, 2018-2026e.....	65
U.S. E-commerce sports nutrition and weight management sales by category, 2018-2026e.....	65
U.S. E-commerce sports nutrition and weight management growth by category, 2018-2026e.....	66
U.S. E-commerce sports nutrition and weight management market share by category, 2018-2026e.....	66
\$1.3 billion U.S. practitioner and fitness club sports nutrition and weight management sales by category, 2022.....	67
U.S. Practitioner and fitness club sports nutrition and weight management sales and growth, 2018-2026e.....	67
U.S. Practitioner and fitness club sports nutrition and weight management sales by category, 2018-2026e	68
U.S. Practitioner and fitness club sports nutrition and weight management growth by category, 2018-2026e.....	68
U.S. Practitioner and fitness club sports nutrition and weight management market share by category, 2018-2026e.....	69
\$264 million U.S. mail order, DRTV, and radio sports nutrition and weight management sales by category, 2022	69
U.S. Mail order, DRTV, and radio sports nutrition and weight management sales and growth, 2018-2026e	70



U.S. Mail order, DRTV, and radio sports nutrition and weight management sales by category, 2018-2026e 70
U.S. Mail order, DRTV, and radio sports nutrition and weight management growth by category, 2018-2026e 71
U.S. Mail order, DRTV, and radio sports nutrition and weight management market share by category, 2018-2026e 71

Read more **71**

Appendix **72**

Generally active consumers have used the following supplements in the last 12 months 72
Frequency of consuming sports nutrition products for generally active consumers..... 72
About 12% of generally active consumers who don't currently use sports nutrition products said they would consider purchasing in the next 12 months..... 73
Adding protein and managing weight top the reasons for occasional users who consume a protein bar, powder, or drink product..... 73
Losing or maintaining weight are top reasons for occasional users who take a meal replacement supplement or product..... 74
Getting through a normal workday is a top reason for occasional users who take an energy supplement or energy drink product..... 74
Regular sports nutrition users turn to social networks to stay updated on new sports nutrition or performance products and ingredients 75
Flavor, trust and effectiveness are primary considerations for first time purchase among regular sports nutrition users 75
Desirable flavoring, highest grams of protein per serving, and texture were the top 3 reasons for what sports nutrition users look for when purchasing a protein product..... 76
Gym activities, including supporting endurance and increasing muscle mass, rank low as reason regular sports nutrition users take protein 76
Improved energy, supporting healthy muscle and joint support were the top 3 claims that would influence regular sports nutrition users to purchase a product for support 77
Sports nutrition users prefer the following ingredients for their energy drinks or supplements..... 77
Convenience tops the list of reasons regular sports nutrition users purchase ready-to-drink beverages 78
Top preferred types of ready-to-drink beverages for regular sports nutrition users 78

Company profiles **79**

1440 Foods..... **80**
Abbott Nutrition **82**
Beachbody (Shakeology) **84**
BellRing Brands (including Premier Nutrition, PowerBar, Premier Protein) **86**
Gainful..... **90**
Glanbia (including Amazing Grass, Optimum Nutrition, SlimFast, Think!) **92**
GNC..... **94**
Herbalife Nutrition Ltd...... **96**
Mondelez International, Inc. (Clif Bar & Company)..... **98**
Nestlé Health Science (including Atrium Innovations, Boost, Garden of Life, Klean Athlete, Persona, Pure Encapsulations, The Bountiful Company, Nuun, Orgain, Vital Proteins)..... **100**
PepsiCo (including Amp, CytoSport, Gatorade, Propel)..... **103**

Red Bull	105
Simply Good Foods (including Atkins, Quest Nutrition)	107
Unilever (including Liquid I.V., Olly Nutrition, Onnit, SmartyPants)	109
WM Partners (Vega)	111
Related Content	113
Executive overview	
Home work	113
Fast tracking	115
T time	118
Millennials at middle age	120
Q&A with Rachita Kenny, certified nutrition specialist	123
Reinventing a classic	124
Sports food and beverage: Hydration and energy	
Drink up	126
Weight management supplements	
Order in the disorder	130
Weighting for solutions	132
Sales channels	
Trading places	137
Coexist	140
Joining the club	144
Acknowledgments and definitions	149
Acknowledgments	149
Research methodology	149
Copyright	150
Definitions	150

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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.

