



August 2007

Sports Nutrition and Ingredients 2007-2010

- European Market Trends
- Product Innovations
- Ingredient Survey



3A Business Consulting

Sports Nutrition and Ingredients 2007–2010

– European Market Trends, Product Innovations and Ingredient Survey

A new report by 3A Business Consulting analyses the increasingly attractive European sports nutrition market focusing on new sports nutrition products and ingredients used in these products such as protein, carbohydrates etc.

The European market is growing at a faster rate than North America (with strong inter-country variations on consumption attitudes), and the market is increasingly attractive for the food and beverage industry. This is a business segment moving from consumer groups of professional athletes to recreational exercisers and life style users. The market sees growth rates beyond other foods and beverages and clearly demonstrates how products following the trend of healthy lifestyle, exercise and nutrition, are combined in sports nutrition. Convenience and portability trends are inherent characteristics of this product category.

After initial development of this market segment by specialist companies, large food and beverage players have now taken the lead in the sports nutrition business. Their recent expansion of product varieties and broader distribution channels combined with intensified consumer marketing have fuelled market growth. Approximately 75 % of the sport nutrition market value is comprised of ready-to-drink products and sport nutrition bars, and the big players Coca-Cola, Glaxo SmithKline, Nestlé and PepsiCo already dominate the market.

The European market for carbohydrates and sweeteners in sports nutrition is estimated to EUR 76 million growing to approximately EUR 96 million in 2010, with highest growth rates seen for complex carbohydrates and special blends. The total market for protein ingredients for sports nutrition in 2007 is estimated to represent a volume of 17,000 tonnes and growing to approximately 20,000 tonnes in 2010.

“I think that the report will prove a valuable business tool for protein as well as carbohydrate ingredients companies in their strategic decision making in the sport nutrition area. The report provides highly valuable information on markets, product innovations and competitors in the sports nutrition market”, says Tage Affertsholt, Managing Partner from 3A Business Consulting.

The report contains 224 pages with highly business-oriented and detailed commentary.
The report can be purchased for EUR 3,995

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Scope and objectives of the report

The main objective of this report is to provide an overview of the European sports nutrition market with predominant focus on product categories and functions, new product developments, product introductions, and market trends. The report also analyzes applied ingredients and innovations for future use. In the report market size estimates are also provided for major categories of proteins and carbohydrates.

Report scope and focus

- Sports drinks (RTD)
- Powders for dissolution in fluid
- Sports energy and protein bars
- Sports energy gels
- Sports supplements

Points of analysis

- Main type of products, terminology and definitions
- Market size, growth and market trends
- Product characteristics
- Profiling of leading sports nutrition manufacturers
- Ingredients – current and potential usage of sports nutrition ingredients
- Product development strategies and activities

Country coverage

- European coverage

Results

- Detailed analysis of an increasingly interesting business arena with profitable opportunities for both large and minor sports nutrition producers
- Market estimates for current sports nutrition products and protein and carbohydrate ingredients
- Key company profiling, contact details, product presentations, and ingredient usage

Language	English
Price	EUR 3,995
Timing	Available August, 2007

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Sample 1

The sports drink category now represents many different products – from advanced specialist sports nutrition for body builders and serious athletes to everyday products for ordinary consumers. New product innovation occurs at all levels to suit any exerciser irrespective of age and level of activity.

Table 4. Estimate of sports nutrition market values, volumes and CAGR of 2007–2010




		Share of global %	Value billion	CAGR %	Share of global %	Value billion	CAGR %	Share of global %	Value billion	CAGR %	Share of global %	Value billion	CAGR %
Year	Market	All Products			Sports RTD Drinks			Sports Powders, Bars etc.			Sport Supplements		
2007	Global	x	x	x	x	x	x	x	x	x	x	x	x
2010	Global	x	x	x	x	x	x	x	x	x	x	x	x
2007	N. America	x	x	x	x	x	x	x	x	x	x	x	x
2010	N. America	x	x	x	x	x	x	x	x	x	x	x	x
2007	Europe	x	x	x	x	x	x	x	x	x	x	x	x
2010	Europe	x	x	x	x	x	x	x	x	x	x	x	x

All Values are calculated in EUR.

Source: 3A Business Consulting Estimate

Sample 2

Examples from Atlantic Multipower GmbH Germany's product line:

Name	Main Ingredients		Nutrition	
Multipower Body Whey Pro + L-Carnitine	Whey protein, probiotic culture, prebiotics inulin and L-carnitine			Per 100g
			Energy	300 kcal
			Protein	10
			CHO	69
			Fat	1.2
Multipower Body Fit Active L-Carnitine	Wildberry paste, milk protein, glucose syrup, candied strawberries, dextrose and collagen protein hydrolysate			Per 100g
			Energy	378 kcal
			Protein	
			CHO	
			Fat	8
Multipower Fitness Shake	Skimmed milk, milk protein (MPC, MPH) and sucralose			Per 100ml
			Energy	50kcal
			Protein	7.5
			CHO	4
			Fat	0.4
			Energy	364kcal
			Protein	84
			CHO	4.7
Fat	1			

Ingredients

Proteins

The company utilizes large quantities of WPC and WPI as well as milk proteins, caseinates, and soy proteins. Collagen protein hydrolysate and milk protein hydrolysate are included in a few products.



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