



Euromonitor
International

Sports Nutrition in Costa Rica

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing participation in sports and fitness activities continues to boost sales

GNC retains its dominant position

Direct selling companies maintain strong presence in sports nutrition

PROSPECTS AND OPPORTUNITIES

Sports protein powder set to remain the largest category in value terms

Protein/energy bars and sports protein RTD expected to post fastest volume growth

Producers will employ a range of strategies to overcome pricing barrier

CATEGORY DATA

Table 1 - Sales of Sports Nutrition by Category: Value 2019-2024

Table 2 - Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 4 - LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 5 - Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 6 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sports-nutrition-in-costa-rica/report.