Sports Nutrition Preferences Around the Globe

% Non-protein
2013: US$, RSP
- >50%
- 35%-50%
- 20%-34.9%
- 10%-19.9%
- 0%-9.9%
- Not Illustrated

Top Non–Protein Consumers
Per Household Spending
US$, RSP, 2013
Norway
Sweden
Australia
United Kingdom
Hong Kong, China

Competitive landscape
Top Non-Protein Sellers
% market share, 2013
Glanbia Plc
IdeaSphere Inc
Ajinomoto Co Inc
MusclePharm Corp
GNC

Non-protein Opportunities
Though protein products account for the vast majority of sports nutrition sales, non-protein products represent a US$1.6 billion category. Looking forward, they are expected to outgrow protein products in several meaningful markets, including Australia, Canada and Indonesia.