

UNLOCKING THE ATHLETIC MARKET: A CPG GUIDE TO FOOD MARKETING TO ATHLETES



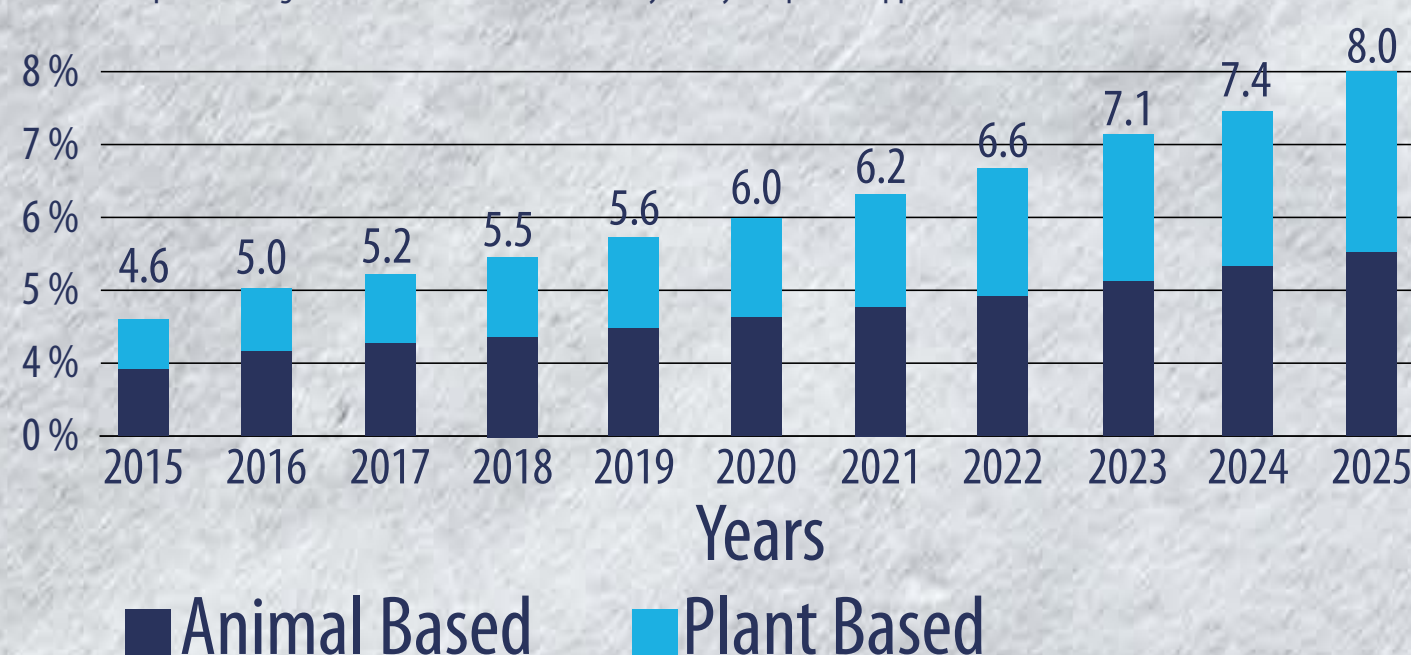
Discover the preferences, trends, and data that can elevate your CPG brand among athletes.



Athletes are a unique consumer segment with specific nutritional needs and preferences. Let's dive into how your CPG brand can tap into this lucrative market.

U.S. Sports Supplements Market Size, Forecast

Source: <https://www.grandviewresearch.com/industry-analysis/sports-supplement-market>



USD 12.15 Billion by 2025

Athletes look for specific attributes in their food choices.

Sought protein intake per meal of the day



Breakfast (25%)



Mid-morning (10-15%)



Lunch (30%)



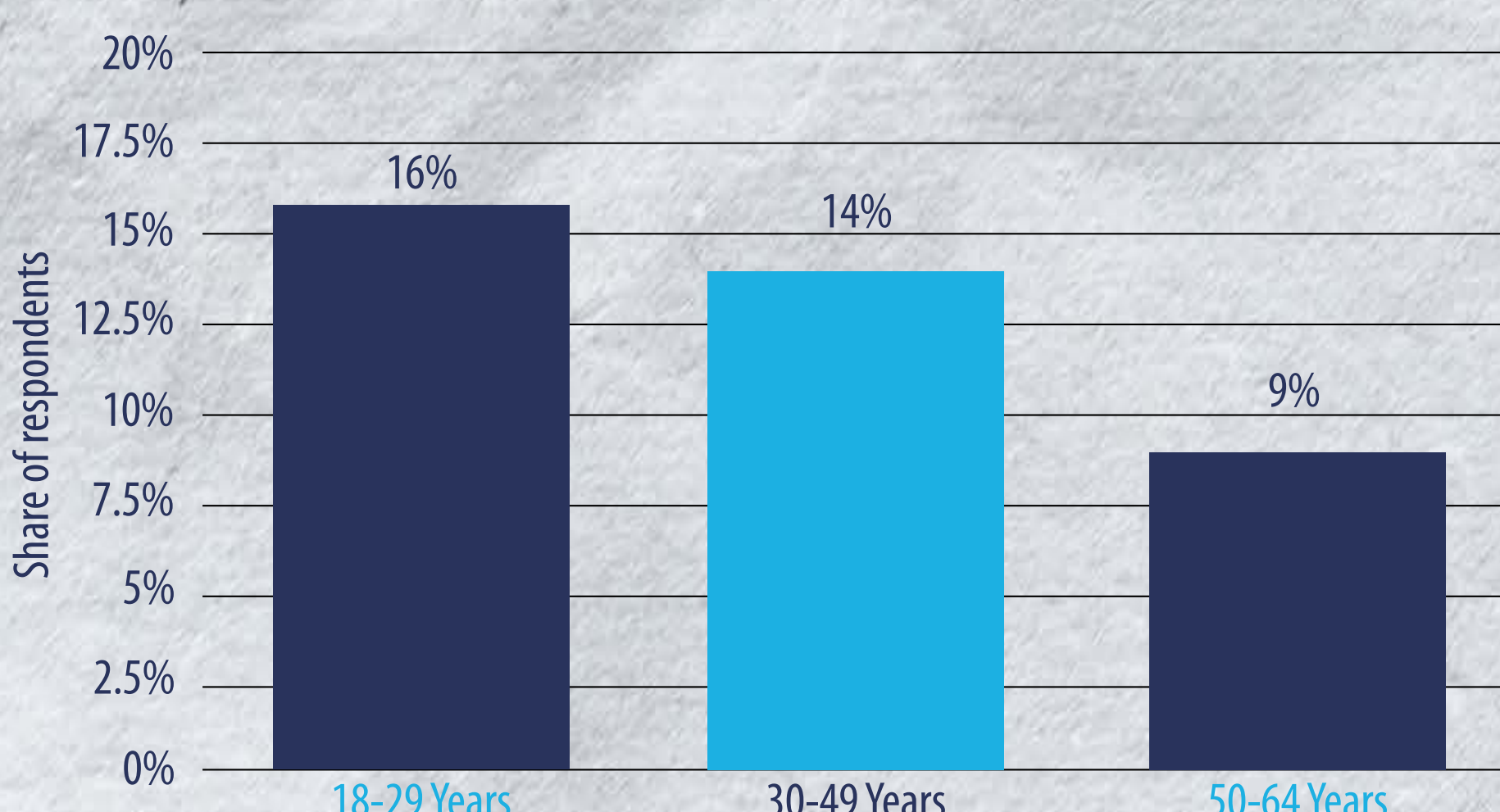
Mid-afternoon (10-15%)



Dinner (20%)



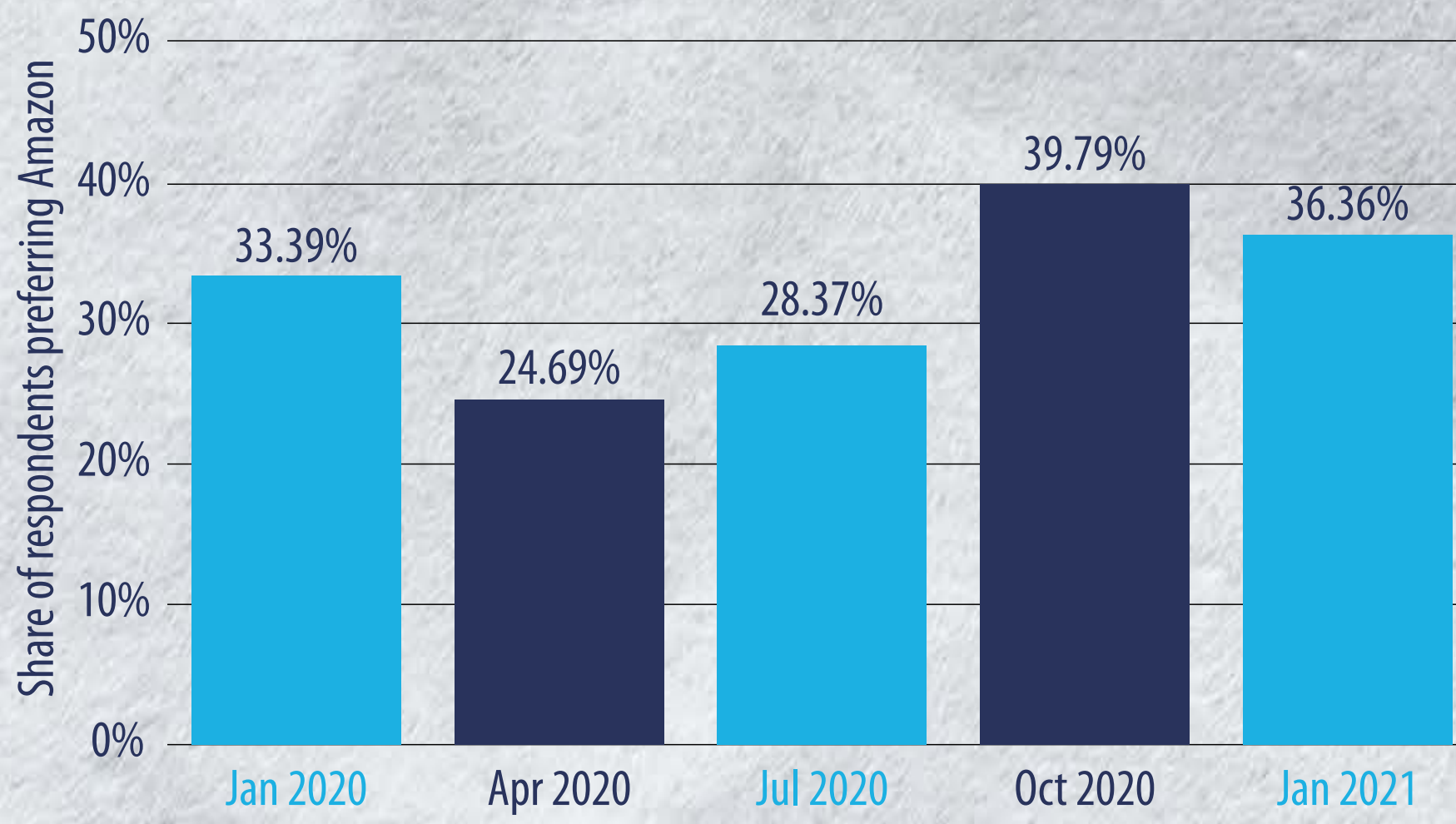
Share of people shopping at Whole Foods Market stores in the United States as of March 2023, by age



Source: Statista Consumer Insights ©Statista 2023

Additional Information: United States; April 2022 to March 2023; 10,013 respondents; 18 - 64 years

Share of Consumers using Amazon Grocery in the United States from (January 2020 to January 2021)



Source: Chicory ©Statista 2023

Additional Information: United States; January 2020 to January 2021; 582* 18 years and older



Ready to tap into the athletic market? Contact **MoreKeting** for expert guidance.



This is a great start but we know it's always better to have an expert hand to guide you through the process, book a **FREE consultation call** and we'll be happy to help you!



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