



SOUTH AFRICAN SPORTS NUTRITION INDUSTRY INSIGHTS REPORTS 2025

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COMPANY OVERVIEW



Insight Survey is a boutique South African market research agency with over 15 years of experience, specialising in Business-to-Business (B2B) and Industry research to ensure smarter, more-profitable business decisions are made with reduced investment risk.

We offer **B2B market research solutions** to help you to successfully improve or expand your business, enter new markets, launch new products or better understand your internal and external environment.

We believe in the advantage market research gives business leaders to fully understand their industry, facilitate business strategy, improve company performance, and drive company growth.

INDUSTRY & COMPETITOR INTELLIGENCE

Our bespoke Industry and Market Intelligence can help give the edge in a global marketplace, empowering your business to overcome industry challenges quickly and effectively, and enabling you to realise your potential and achieve your vision. From strategic overviews of your business's competitive environment through to specific competitor profiles, our customised Intelligence is designed to meet your unique needs.



QUESTIONS WE HELP ANSWER

- What is the current and future market size?
- What are the latest global and local trends impacting on the market?
- Who are your key competitors and what is their offering in terms of products, services, pricing and branding?



OUR RESEARCH SOLUTIONS



Competitor pricing research



Store visits and store checks



Competitor interviews



Customer interviews



Company website analysis



Governmental held records

HEALTHCARE INDUSTRY REPORT CLIENTS

We are a proudly South African company that have provided market research solutions and Intelligence reports to local and global brands. We have worked with some of the greatest companies and brands in their industries.



REPORT OVERVIEW

The **South African Sports Nutrition Industry Landscape Report (126 pages)** provides a dynamic synthesis of industry research, examining the local and global **Sports Nutrition Industry** from a uniquely holistic perspective, with detailed insights into the entire value chain – market size, industry trends, innovation and technology, industry drivers and challenges, manufacturer/distributor overview, retail, and pricing analysis.

SOME KEY QUESTIONS THE REPORT WILL HELP YOU TO ANSWER:

For the Global Sports Nutrition Industry Section:

- What are the current market dynamics (production, consumption, imports and exports trade) of the Global Sports Nutrition industry?
- Which are the key markets within the Global Sports Nutrition industry?
- What are the latest Global Sports Nutrition industry trends, innovation and technology, drivers, and challenges?

For the South African Sports Nutrition Industry Section:

- What are the current market dynamics (market size, market value, market volumes, imports and exports trade): 2019-2024 Actual, 2025-2029 Forecasts, and distribution channels?
- What are the latest South African Sports Nutrition industry trends, innovation and technology, drivers, and challenges?

For the South African Sports Nutrition Manufacturer & Distributor Section:

- Who are the key manufacturing players and distributors in the South African Sports Nutrition industry?
- Which popular Sports Nutrition brands and products do the respective companies manufacture/distribute?

For the South African Sports Nutrition Retail and Pricing Analysis Section:

- Who are the key retail players (retail stores, independent retailers, and online stores) in the South African Sports Nutrition industry?
- What are the prices of popular Sports Nutrition brands across South African retail outlets?

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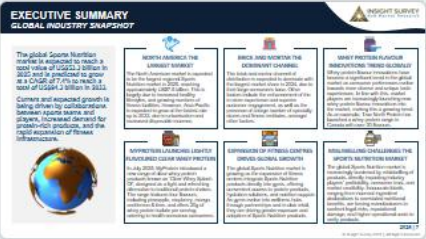
126-page report filled with detailed charts, graphs, and insights

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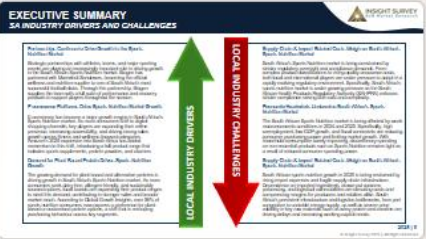
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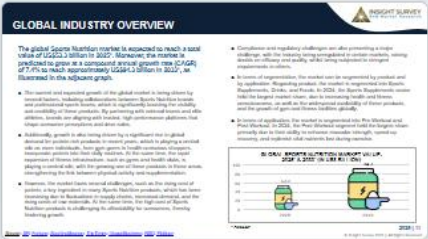
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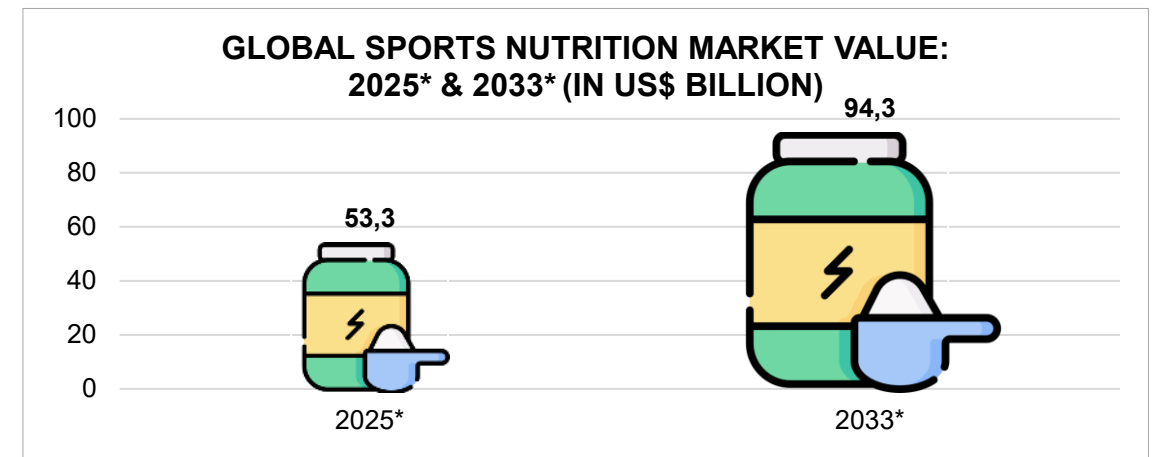


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The global Sports Nutrition market is expected to reach a total value of US\$53.3 billion in 2025*. Moreover, the market is predicted to grow at a compound annual growth rate (CAGR) of 7.4% to reach approximately US\$94.3 billion in 2033*, as illustrated in the adjacent graph.

- The current and expected growth of the global market is being driven by several factors, including collaborations between Sports Nutrition brands and professional sports teams, which is significantly boosting the visibility and credibility of these products. By partnering with national teams and elite athletes, brands are aligning with trusted, high-performance platforms that shape consumer perceptions and drive sales.
- Additionally, growth is also being driven by a significant rise in global demand for protein-rich products in recent years, which is playing a central role as more individuals, from gym-goers to health-conscious shoppers, incorporate protein into their daily routines. At the same time, the rapid expansion of fitness infrastructure, such as gyms and health clubs, is playing a central role, with the growing use of these products in these areas, strengthening the link between physical activity and supplementation.
- However, the market faces several challenges, such as the rising cost of protein, a key ingredient in many Sports Nutrition products, which has been increasing due to fluctuations in supply chains, increased demand, and the rising costs of raw materials. At the same time, the high cost of Sports Nutrition products is challenging its affordability for consumers, thereby hindering growth.

- Compliance and regulatory challenges are also presenting a major challenge, with the industry being unregulated in certain markets, raising doubts on efficacy and quality, whilst being subjected to stringent requirements in others.
- In terms of segmentation, the market can be segmented by product and by application. Regarding product, the market is segmented into Sports Supplements, Drinks, and Foods. In 2024, the Sports Supplements sector held the largest market share, due to increasing health and fitness consciousness, as well as the widespread availability of these products, and the growth of gym and fitness facilities globally.
- In terms of application, the market is segmented into Pre-Workout and Post-Workout. In 2024, the Post-Workout segment held the largest share primarily due to their ability to enhance muscular strength, speed up recovery, and replenish vital nutrients lost during exercise.



* Forecast

Functional Sports Nutrition Products Trend in the Local Market

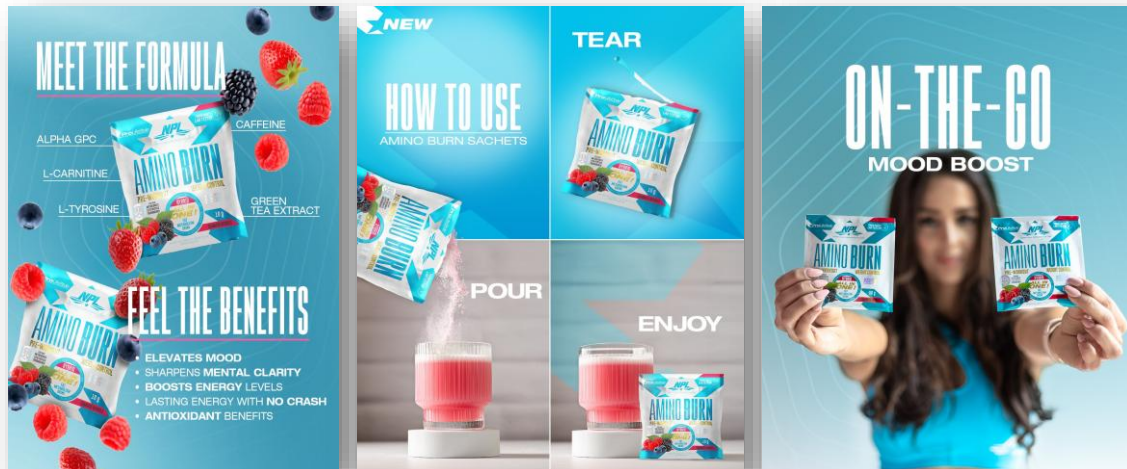
- In South Africa, consumer demand for products offering added functional benefits is growing, and this is increasingly extending into the Sports Nutrition category. Consumers are no longer looking solely for performance or recovery benefits, instead, they are seeking multifunctional products that support broader wellness outcomes.
- More specifically, as South African consumers become more health-conscious and performance-driven, they are increasingly seeking holistic, personalised solutions to support their wellness goals.
- Functional Sports Nutrition (FSN) responds to this demand by addressing biochemical individuality, such as unique metabolic needs, and supporting key physiological functions, including gut health, hormonal balance, immune function, and energy regulation. In response, local players are launching products that incorporate ingredients to deliver enhanced benefits.
- For example, NutriTech introduced its new range of Athletic Greens, Reds, and Golds, formulated for athletes. These blends include essential vitamins, minerals, and probiotics sourced from whole foods and are designed to support brain health, stress relief, and gut health.
- NutriTech also expanded its offerings with Hydrate Electrolytes, a sugar-free, naturally sweetened product that helps reduce cramping and mental fatigue. It contains key electrolytes, sodium, magnesium, and potassium, and is available in both flavoured and unflavoured options.

- Further supporting this trend, Primal Sports Nutrition launched Primal C, a product aimed at nourishing the body, reducing inflammation, and supporting mental balance with Vitamin B6. In addition, the product is also designed to uplift the mood and strengthen immune function. The product is available in two variants, Orange and Red Berry. Formulated with a potent dose of Vitamin C, it helps protect the body against oxidative stress
- Therefore, as consumers continue to seek added value from Sports Nutrition, products that offer functional benefits beyond traditional performance and recovery are gaining popularity. With local players continuing to innovate across a range of wellness areas, this trend is set to maintain strong momentum in the South African market.



NPL Unveils New Amino Burn Sachets

- In October 2024, NPL launched its new Amino Burn powder formula in convenient sachet boxes, providing an on-the-go solution for energy, focus, and fat metabolism.
- Each sachet contains 20 sachets of 10g each, offering the same benefits as the larger tubs. Its key ingredients include Alpha GPC, L-Carnitine, and L-Tyrosine, which contribute to mental performance and fat utilisation. For an energising effect, the formula incorporates Caffeine and Green Tea Extract, providing sustained energy.
- In addition, this blend of amino acids and stimulants aims to elevate mood, sharpen mental clarity, boost energy levels, and offer antioxidant benefits, making it a comprehensive solution for both pre-workout enhancement and daily weight management support.



Primal Introduces New Egg Protein Powder

- In October 2024, Primal, introduced its new Egg Protein powder, presenting an 'egg-cellent' alternative for muscle growth and recovery.
- This new product is derived from pasteurised egg albumen, which is spray-dried and sometimes finely ground to create a soluble powder. Like whey, egg protein boasts a complete amino acid profile and a high biological value, meaning the body can efficiently digest and utilise its amino acids for muscle support.
- Moreover, Primal Egg Protein serves as a robust and comparable animal-derived protein supplement, presenting a viable alternative for individuals seeking diverse protein sources beyond conventional whey options, notably providing all nine essential amino acids indispensable for bodily functions.



SAMPLE FROM REPORT

ULTIMATE SPORTS NUTRITION (USN): COMPANY NEWS



[USN Collaborates with Platō Coffee to Launch the New Whey Product](#)

In May 2025, USN announced its collaboration with Platō Coffee, introducing a unique coffee experience for fitness enthusiasts. The whey product is used to increase, lean muscle, enhance muscle recovery, and increase strength and muscle performance, available in two flavour variants, namely, Caribbean Mocha and Coffee Freezo.

(7 May 2025)



[USN Relaunches 'Shake N Bake' Competition with R15,000 in Prizes](#)

In April 2025, USN relaunched its 'Shake N Bake' competition, encouraging consumers to create innovative recipes using their favourite USN products. Participants entered by posting photos or videos of their creations on social media using the hashtag '#USNShakenBake', with winners standing a chance to win R10,000 in cash and a R5,000 USN voucher. *(18 April 2025)*



[USN Partners with Your Neon SA for R10,000 Giveaway](#)

In April 2025, USN partnered with Your Neon South Africa (SA) for a social media competition offering a chance to win a R5,000 USN hamper and a R5,000 neon sign voucher. To enter, participants were required to tag a friend, like and save the post, follow both brands' Instagram pages, and share the post to their Instagram story. *(8 April 2025)*



[USN Launches Jet Shaker for Premium Workout Shake Experience](#)

In April 2025, USN introduced the Jet Shaker, developed for over a year to deliver a high-performance, premium shake experience. Designed for pre- and post-workout use, the shaker features a sleek design, secure double-lock and seal system, and ergonomic grip, ensuring convenience, comfort, and functionality for athletes and fitness enthusiasts. *(4 April 2025)*



[USN Named Official Sports Nutrition Sponsor of Vodacom Blue Bulls](#)

In March 2025, USN was named as the official Sports Nutrition partner of the Vodacom Blue Bulls rugby team. In particular, Ultimate Fighting Championship (UFC) champion Dricus du Plessis praised the partnership, noting USN's long-standing support for South African athletes and reaffirming the brand's commitment to local sport and performance-driven nutrition. *(10 March 2025)*



[USN Introduces Limited Edition Chocolate Praline BlueLab® Whey Protein](#)

In February 2025, USN launched a limited-edition Chocolate Praline flavour in its BlueLab® 100% Whey Protein range. Developed to appeal to chocolate lovers seeking both indulgence and high-quality nutrition, the new variant forms part of USN's continued focus on innovation in flavour development and performance nutrition. *(12 February 2025)*



[USN Supports Athletes in The Roof of Africa Enduro Race](#)

In November 2024, USN supported athletes participating in The Roof of Africa, one of the world's toughest enduro races. As a trusted performance partner, USN encouraged fans to follow the race, share their excitement, and engage online using the hashtag '#Roofofafrica2024', showcasing its commitment to extreme sports and peak performance.

(26 November 2024)



[USN Teams Up with Matat2Pont to Power 355km Endurance Ride](#)

In September 2024, USN partnered with Matat2Pont for a three-day, 355-kilometre endurance ride starting in Matatiele, Eastern Cape. In particular, USN supplied athletes with performance products such as Pro Enduro to boost stamina, Zero Sugar Hydrator for electrolyte replacement, and Cramp Block to help reduce muscle cramps, amongst other products. *(13 September 2024)*



SAMPLE FROM REPORT

SPORTS NUTRITION PRICING ANALYSIS: ENDURANCE

BRAND AND SIZE							
Black Bull Red Rage Insane Pre-Workout		200g	R199.00	N/A	R129.00	R219.00	N/A
Evox Alpha Pre-Surge Extreme		400g	N/A	R309.99	N/A	R345.00	N/A
NPL N.O. Charge Pre Workout		420g	N/A	R459.99	R449.00	R439.00	R439.00
NPL N.O Shock Pre Workout		400g	N/A	R349.99	R339.00	R349.00	R325.00
NutriTech NUKE Original		80g	R109.00	N/A	R119.00	R109.00	N/A
		240g	R259.00	N/A	R279.00	R259.00	N/A
SSA Hellfire Pre-Workout		120g	N/A	N/A	R59.00	R149.00	N/A

This pricing analysis was conducted at retail stores and supermarkets during w/c 21 July 2025.

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