

INSIGHT SURVEY
Business growth delivered

**SOUTH AFRICAN
SPORTS NUTRITION
INDUSTRY INSIGHTS REPORT SAMPLE**

Published: SEPTEMBER 2026

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Based on your research needs and budget, choose from our ready-to-buy reports or custom intelligence reports which are compiled on-demand.

Ready-to-Buy Industry Insights Reports



SA Market Sizing and Competitor Analysis Insights Report

An in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

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South African Industry Insights Report

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Focus on the market environment and dynamics, key industry trends, innovation, drivers, and challenges.



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Pricing Analysis Insights Report

Gain clarity on pricing designed to support internal pricing decisions and strategic positioning.

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Full Landscape Insights Report

Includes SA Market Sizing & Competitor Analysis, Global Industry, South African Industry, Pricing Analysis.

R95,000.00 ex. VAT



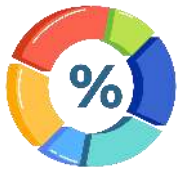
Smarter insights. Built around your customised needs and budget.



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On-Demand Industry Insights Reports



Survey Insights

Gain strategic insights through:

- Interviews/surveys with B2B stakeholders and decision-makers
- Consumer surveys

Helping you understand:

- Market perceptions,
- Purchase behaviour,
- Brand loyalty, and
- Factors that will drive your market share and business growth.



Quarterly Industry Intelligence Report

More than just market intelligence, the monitor becomes a **valuable knowledge-sharing tool** helping leadership teams with decision making through providing updated:

- Competitor News & Financial Results
- Product Launches
- Industry Trends
- Global & SA News & Legislation
- Innovation & Technology
- Socio-Political

The result is **clear, decision-support intelligence** that helps your business:

- Anticipate risks,
- Identify opportunities, and
- Stay ahead of market change.



The **South African Sports Nutrition Market Sizing and Competitor Analysis Insights Report (99 pages)** provides a dynamic synthesis of industry research, examining the local **Sports Nutrition Industry**, in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.



Key questions the report will help you to answer

SA Market Sizing & Competitor Analysis

- ▲ What are the South African Sports Nutrition market size value and volume trends (2020-2025) and forecasts (2026-2030), as well as channel distribution?
- ▲ Which Sports Nutrition categories and sub-categories are expected to drive future market growth?
- ▲ Which are the key manufacturers, distributors and retailers in the South African Sports Nutrition industry?
- ▲ What is the latest company news for key players in terms of products, new launches and marketing initiatives?

COMPANIES IN COMPETITOR ANALYSIS



SCREENSHOTS FROM REPORT

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



1



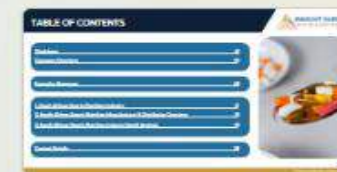
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SAMPLE FROM REPORT

BIOGEN COMPANY NEWS



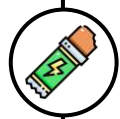
Biogen Partners with CIOVITA for Springboks Cycling Giveaway

In August 2026, Biogen partnered with South African cycling apparel brand CIOVITA for an R7,500 giveaway. As part of the collaboration, three winners will each receive a Biogen performance bundle, together with a collection of Official Licensed Springboks Cycling Apparel. The competition was launched across social media, with winners set to be announced on 11 September 2026. **(14 August 2026)**



Biogen Launches Game Day Boost Energy Shot

In July 2026, Biogen launched Game Day Boost, an all-new compact, ready-to-use energy shot developed to support energy, focus and physical performance. The product combines 200 mg of caffeine with Oxystorm® and Cognizin® and is positioned for athletes on match days, race days, and other performance occasions. **(23 July 2026)**



Biogen Showcases Premium Iso-Whey Crunch Bars

In July 2026, following the launch of its Premium Iso-Whey Crunch Bars, Biogen invited members of the public to sample the new bars and share their reactions. The bars provide 22 g of whey protein and offer an on-the-go alternative to Biogen's Iso-Whey protein shakes. Highlights of this product sampling experience was shared on the company's LinkedIn platform. **(3 July 2026)**



Biogen Refreshes and Expands Iso-Whey Range

In June 2026, Biogen refreshed its Iso-Whey range with new 2026 packaging and expanded the line-up with the Iso-Whey Protein Crunch Bar and Iso-Whey Shake 'n Take. The additions broaden the range beyond traditional whey protein shakes, offering more convenient protein options for different occasions. Biogen also highlighted the range's Informed Choice and Informed Protein certifications. **(17 June 2026)**



Biogen Becomes Official SA Rugby Nutrition Partner

In January 2026, Biogen signed a three-year sponsorship agreement with SA Rugby, becoming the official vitamins and Sports Nutrition partner to the Springboks, Springbok Women, national sevens and U20 teams. The agreement marks the first time a South African vitamins and nutrition brand has become an official supplier and partner to SA Rugby. **(22 January 2026)**



Biogen Continues Longstanding Support of Annual 21K

In January 2026, Biogen continued its longstanding involvement with the annual Biogen 21K in Gauteng, with its association with the event spanning 24 years. The race attracted over 7,000 participants across the 21km half-marathon and 5km fun run, while entry contributions supported Lambano Sanctuary and the Namaqua Dog and Donkey Foundation. **(17 January 2026)**



Biogen Highlights Customer Benefits Through Dis-Chem Better Rewards

In November 2025, Biogen highlighted customer benefits available through Dis-Chem's Better Rewards programme via its social media pages, including saving 10% on Biogen products, even when already on promotion. Members could access an additional 5% saving when shopping in-pharmacy, while Capitec cardholders could receive a further 5% boost when paying with their Capitec card. **(6 November 2025)**



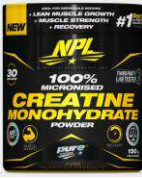
Biogen Celebrates 20 Years in Sports Nutrition

In September 2025, Biogen celebrated 20 years since its establishment as an in-house brand for Dis-Chem in 2004. Over two decades, Biogen expanded into a nationally recognised Sports Nutrition brand, growing its nutritional supplement offering and building its presence across South African sport through partnerships with athletes, professional teams and major sporting events. **(8 September 2025)**

BIOGEN
FOR THE RESULTS YOU WANT

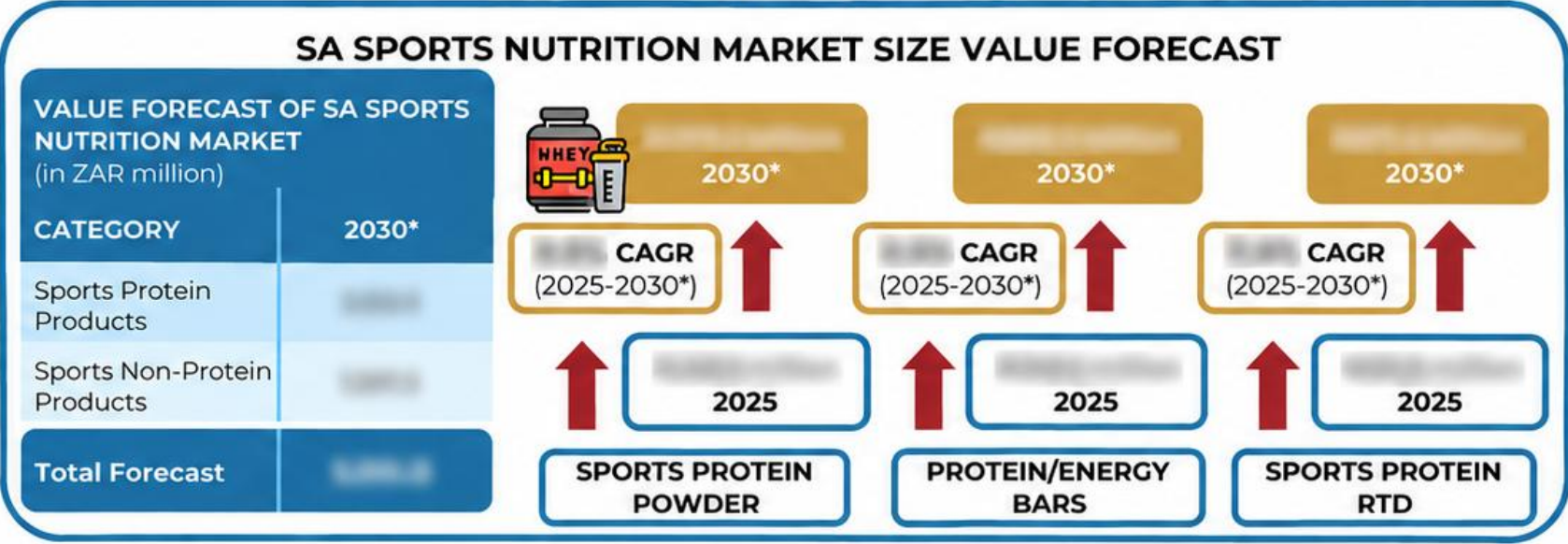
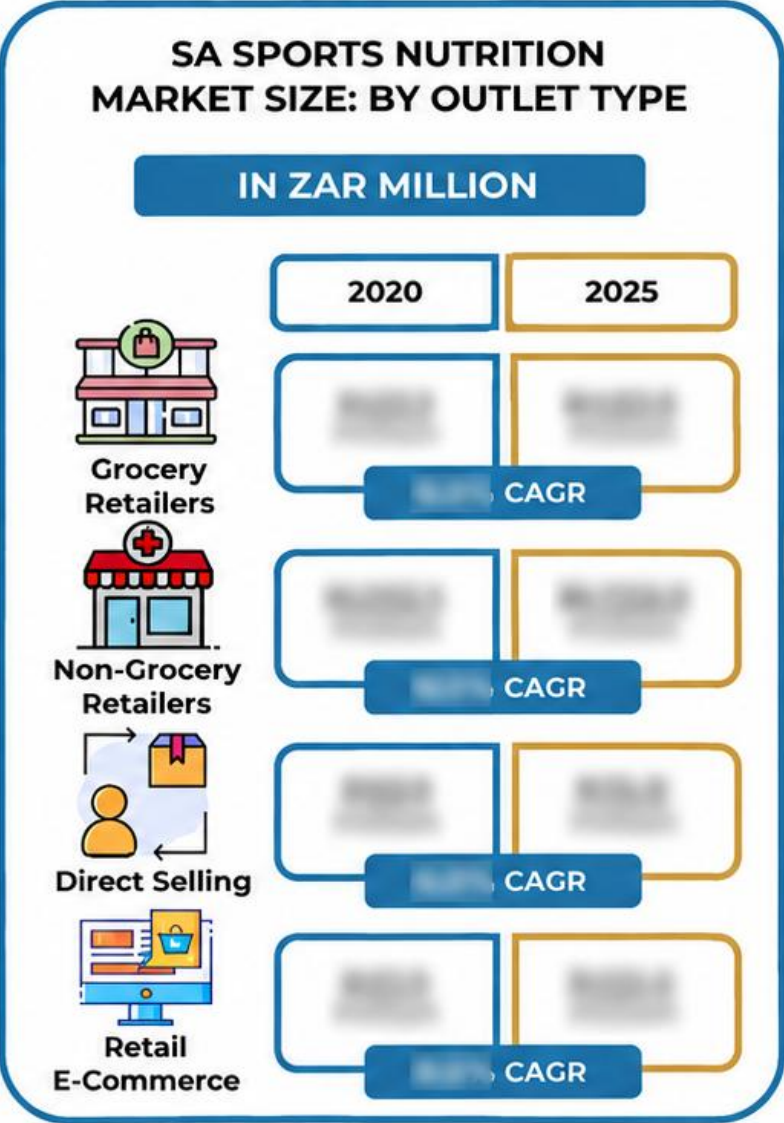
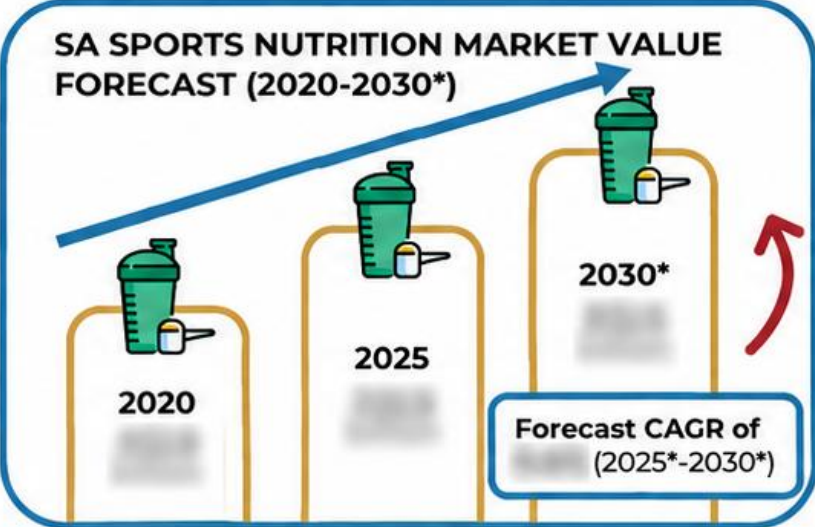
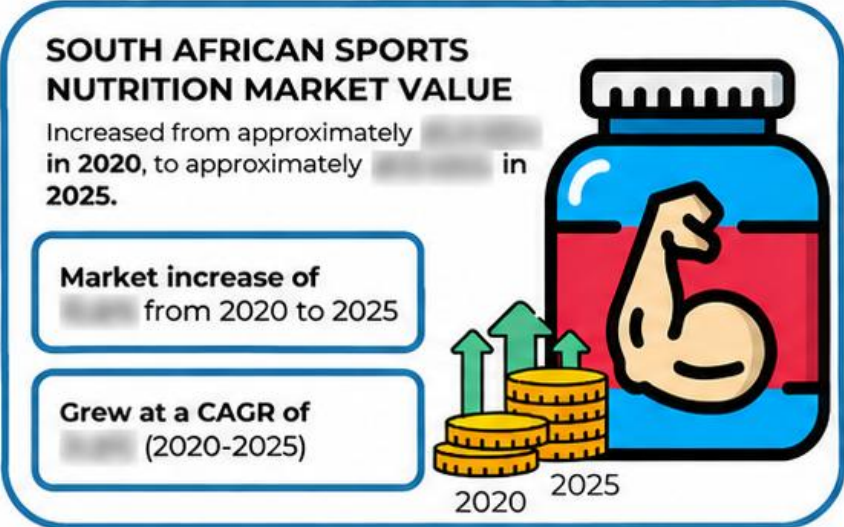
SAMPLE FROM REPORT

NPL SPORTS NUTRITION BRANDS/PRODUCTS

IMAGE	PRODUCT	DESCRIPTION	IMAGE	PRODUCT	DESCRIPTION
	#21 Protein Bars	A high-protein snack bar with added prebiotic fiber to support the growth and maintenance of lean muscle. This product is available in Cookie Dough, Choc Nut, Choc Caramel, and Caramel Seasalt.		100% Citrulline Malate 2:1	An unflavoured amino acid supplement that supports increased blood flow and nutrient delivery to working muscles, helping enhance muscle pump, endurance, and exercise performance.
	100% BCAA 5000	An unflavoured amino acid supplement that supports lean muscle preservation, muscle recovery and protein synthesis, while helping reduce fatigue associated with intense exercise.		100% Dextrose Rapid Energy	A fast-absorbing carbohydrate supplement that helps replenish glycogen levels and supports recovery and muscle growth. This product is suitable during or after training.
	100% Beta Alanine	An unflavoured amino acid supplement that supports exercise capacity and power output, while helping reduce muscle fatigue and support lean muscle development.		100% GABA	An unflavoured gamma-aminobutyric acid (GABA) supplement that may support muscle recovery and protein synthesis following exercise, while also promoting restfulness and sleep.
	100% Creatine Monohydrate	A pure, unflavoured, micronised creatine supplement that supports lean muscle growth, strength and exercise performance, while aiding recovery between training sessions.		100% L-Glutamine	An unflavoured L-glutamine supplement that may help preserve lean muscle and support recovery following intense exercise, while also supporting immune function and gut health.

SAMPLE FROM REPORT

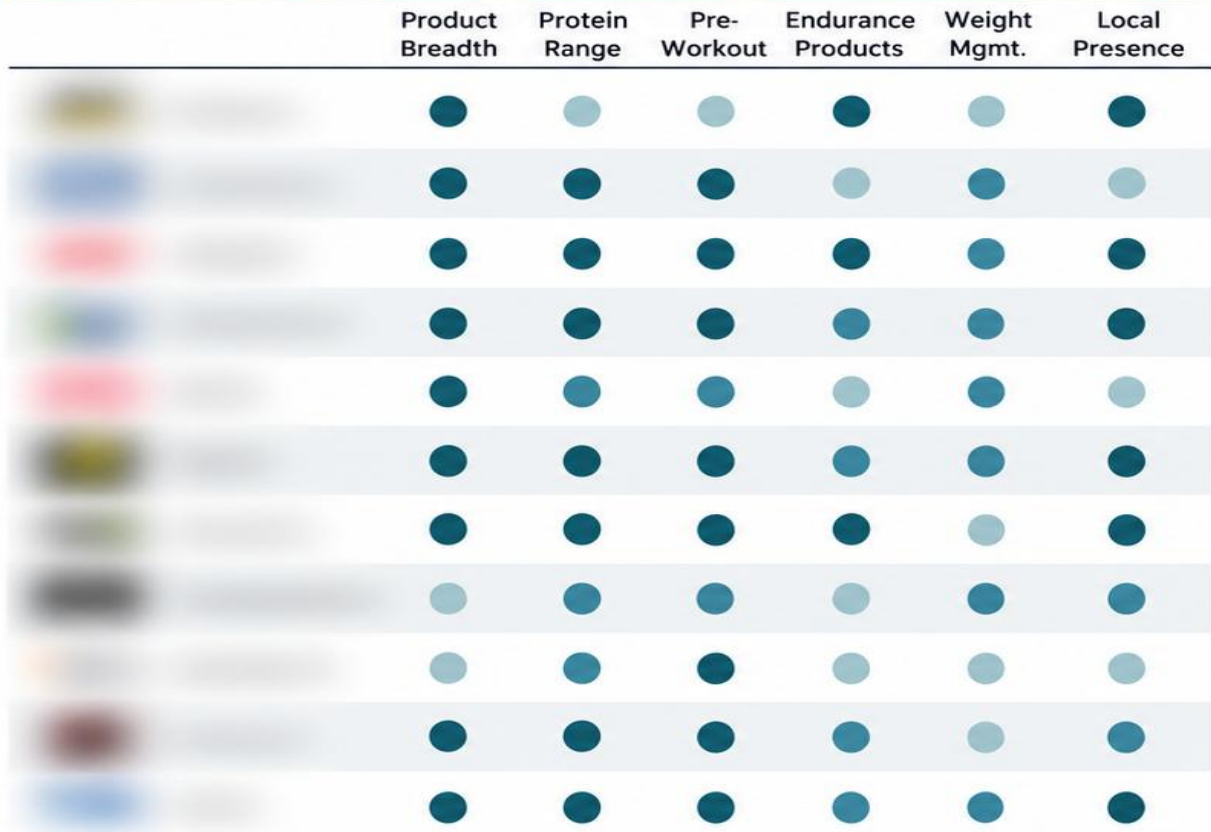
MARKET SIZE OVERVIEW



SAMPLE FROM REPORT

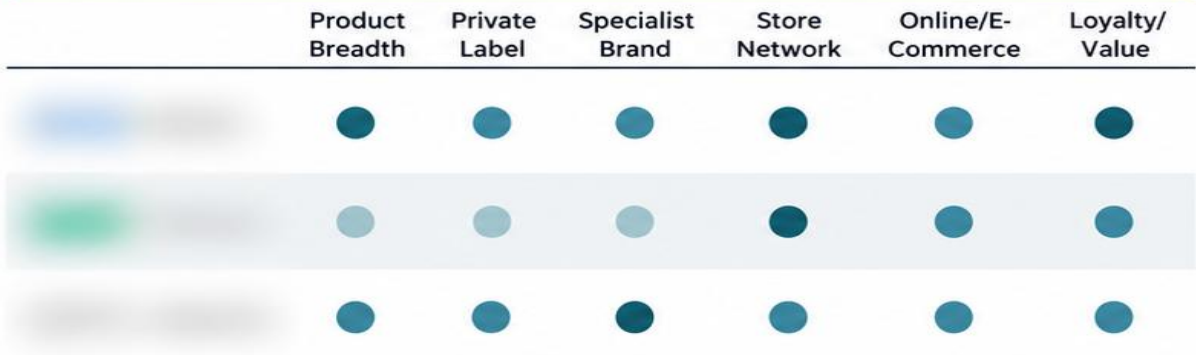
COMPETITIVE STRATEGY HEATMAP

MANUFACTURERS & DISTRIBUTORS

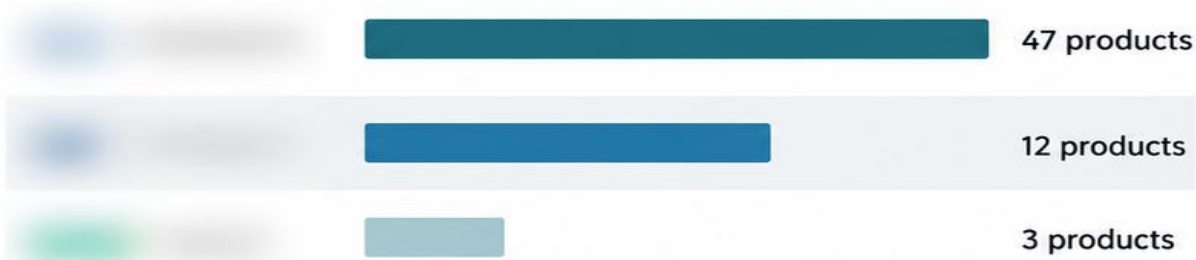


● High visibility ● Moderate visibility ● Lower visibility / niche

RETAILERS



RETAILER PRIVATE-LABEL PORTFOLIO



Counts reflect private label products identified in the retail analysis.

MARKET SIZING & COMPETITOR ANALYSIS REPORT

EXECUTIVE SUMMARY (5 Pages)

South African Sports Nutrition Industry: Market Size Overview

Brand Positioning Archetypes

Competitive Strategy Heatmap

Competitive Positioning Map

Category Leader Dashboard

SOUTH AFRICAN SPORTS NUTRITION INDUSTRY (13 Pages)

South African Industry Overview

South African Industry Market Size: South African Sports Nutrition Market Definitions

South African Industry Market Size: South African Sports Nutrition Distribution Channel Definitions

South African Industry Market Size: Sports Nutrition Market (2020-2025): VALUE OF SA SPORTS NUTRITION MARKET: 2020-2025 (IN ZAR MILLION); SA SPORTS NUTRITION MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)

South African Industry Market Size: Weight Management Market (Meal Replacement) (2020-2025): VALUE OF SA MEAL REPLACEMENT MARKET: 2020-2025 (IN ZAR MILLION); SA WEIGHT MANAGEMENT AND WELLBEING MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)

South African Industry Market Size: Sports Nutrition Market (2020-2025: By Category): VALUE OF SA SPORTS NUTRITION MARKET BY CATEGORY (2020-2025) (Table)



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN SPORTS NUTRITION INDUSTRY (CONTINUED) (13 Pages)

South African Industry Market Size Forecast: Sports Nutrition Market (2026*-2030*): VALUE OF SA SPORTS NUTRITION MARKET: PROTEIN PRODUCTS VS NON-PROTEIN PRODUCTS: 2025 & 2030* (IN ZAR MILLION); SA SPORTS NUTRITION MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)

South African Industry Market Size Forecast: Weight Management Market (Meal Replacement) (2026*-2030*): VALUE OF SA MEAL REPLACEMENT MARKET: 2025 & 2030* (IN ZAR MILLION); SA WEIGHT MANAGEMENT AND WELLBEING MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)

South African Industry Market Size Volumes: Sports Nutrition and Meal Replacement Market (2020-2030*): RETAIL VOLUME OF SA SPORTS NUTRITION AND MEAL REPLACEMENT MARKET BY SEGMENT (2020-2030*) (Table)

South African Industry Market Distribution: Sports Nutrition Market: CHANNEL DISTRIBUTION FOR SPORTS NUTRITION PRODUCTS: 2025 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2020 & 2025) BY OUTLET TYPE (Graph and Table)

South African Industry Market Distribution: Weight Management and Wellbeing Market: CHANNEL DISTRIBUTION FOR WEIGHT MANAGEMENT AND WELLBEING PRODUCTS: 2025 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2020 & 2025) BY OUTLET TYPE (Graph and Table)

SOUTH AFRICAN SPORTS NUTRITION MANUFACTURER AND DISTRIBUTOR OVERVIEW (66 Pages)

32GI: Company News

32GI: Sports Nutrition Brands/Products

Applied Nutrition: Overview

Applied Nutrition: Sports Nutrition Brands/Products



SOUTH AFRICAN SPORTS NUTRITION MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) (66 Pages)

Biogen: Company News

Biogen: Sports Nutrition Brands/Products

EVOX Advanced Nutrition: Overview

EVOX Advanced Nutrition: Sports Nutrition Brands/Products

GNC: Overview

GNC: Sports Nutrition Brands/Products

NPL: Company News

NPL: Sports Nutrition Brands/Products

Nutritech: Company News

Nutritech: Sports Nutrition Brands/Products

Primal Sports Nutrition: Company News

Primal Sports Nutrition: Sports Nutrition Brands/Products

SSA Supplements: Company News

SSA Supplements: Sports Nutrition Brands/Products

TNT Mercury: Company News

TNT Mercury: Sports Nutrition Brands/Products

Ultimate Sports Nutrition (USN): Company News



MARKET SIZING & COMPETITOR ANALYSIS REPORT

SOUTH AFRICAN SPORTS NUTRITION MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) (66 Pages)

Ultimate Sports Nutrition (USN): Sports Nutrition Brands/Products
South African Sports Nutrition Manufacturers & Distributors: Other

SOUTH AFRICAN SPORTS NUTRITION RETAILER ANALYSIS (7 Pages)

Clicks: Overview & Sports Nutrition Brands/Products
Medirite: Overview & Sports Nutrition Brands/Products
Wellness Warehouse: Overview & Sports Nutrition Brands/Products
South African Independent & Online Partners: Other



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COMPANY OVERVIEW

We are a South African, boutique market research agency with 20 years of experience, specialising in Business-to-Business (B2B) and Industry Research. We provide bespoke solutions to deliver business growth by ensuring you make smarter, data-driven decisions with reduced investment risk.



Bespoke B2B Market Research Solutions



We provide **actionable insights** that deliver **business growth through customised surveys and interviews** with B2B stakeholders and decision makers.



Market and Competitor Intelligence



Our **market intelligence services** will ensure that you always stay ahead of **highly competitive South African markets**.

INDUSTRY & COMPETITOR INTELLIGENCE

Our bespoke **Industry and Competitor 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

OUR HEALTHCARE CLIENTS



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



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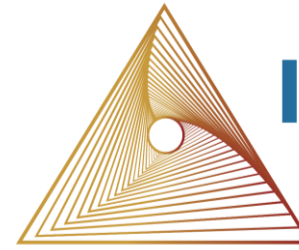
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