



Euromonitor
International

Sports Nutrition in Hungary

October 2025

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Sports Nutrition in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-conscious lifestyles fuel growth in sports nutrition in Hungary

Scitec and BioTech USA lead sports nutrition as new entrants gain ground

Retail e-commerce gains ground, but specialist stores remain key in sports nutrition distribution

PROSPECTS AND OPPORTUNITIES

Sports nutrition is set for continued growth as health and lifestyle trends evolve

AI and wearables are expected to shape the future of personalised sports nutrition

Future product development is set to focus on functionality, performance, and sustainability

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