



Euromonitor
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Sports Nutrition in the Philippines

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Sports Nutrition in the Philippines - Category analysis

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2025 DEVELOPMENTS

Running culture fuels demand for sports nutrition

Optimum Nutrition leads as retailers increase investment in promotions

Protein integrates more into everyday retail and lifestyle, while expanding e-commerce payment options boost demand

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Flavour innovation attracts younger consumers

Ingredient transparency to shape purchasing behaviour as gyms expand their offerings

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