



Sports Nutrition in Belgium

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth for sports nutrition is driven by mass appeal and rising health trends
QNT NV continues to lead a competitive and expanding sports nutrition market
Specialist retailers, pharmacies, and retail e-commerce drives sports nutrition sales

PROSPECTS AND OPPORTUNITIES

Strong growth is expected, driven by mainstream adoption of sports nutrition
Digital and technology innovation is expected to shape sports nutrition over the forecast period
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