



Sports Nutrition in Greece

October 2025

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Sports Nutrition in Greece - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Evolving consumer habits is leading sports nutrition to be a mainstream wellness choice
X-Treme Stores SA retains its lead while Nutrend DS offers the leading brand
Retail e-commerce strengthens its lead as the strongest distribution channel for sports nutrition

PROSPECTS AND OPPORTUNITIES

Ongoing investment and a growing consumer base are expected to support sales
Digital technologies and personalised tracking are set to reshape the marketing of sports nutrition
Ongoing interest in health and wellness is set to be the driving force for sports nutrition

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