Sports Nutrition

July 2011

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SPORTS NUTRITION IN SWEDEN - CATEGORY ANALYSIS

HEADLINES

- Current value sales reach SEK324 million in 2010, an increase of 9%
- A rise in the adoption of sports and fitness routines contribute to gains in sales for sports nutrition
- Sports & Fitness Nordic is the category leader with a 2010 retail value share of 21%
- Sports nutrition in Sweden is expected to reach constant value sales of SEK405 million in 2015, which represents an overall increase of 25%

TRENDS

- A rise in the adoption of sports and fitness routines contributed to gains in sales for sports nutrition. However, safety and quality concerns regarding the ingredients used in some sports nutrition products are now prompting regulatory revision in this category through warnings and product recalls.
- In current value terms, growth in 2010 was somewhat slower than the CAGR recorded for the review period. Sports nutrition sales recorded strong annual growth rates in the former years of the review period. However, the latter years overall demonstrated a decreasing tendency in the absolute magnitude of annual growth rates. Growth in 2010 represented a continuation of this trend which highlights an increased maturity in sports nutrition. Nevertheless, 2010's growth rates remained strong highlighting that although sales are maturing, there still exists potential growth opportunities within Swedish sports nutrition.
- Sports nutrition is a wide and varied product category with numerous different product variants, be it in terms of flavouring, packaging or format. Price promotions and price discounting is quite common, especially for sales conducted via internet retailers.
- Product segmentation is primarily based on activity level and athletic prowess. Examples are products such as SweBar Protein/ Energy Bar and Twinlab 100% Whey Protein Fuel. Segmentation based on age and gender is uncommon but not unknown.
- In a 2008 survey by the Swedish National Institute for Public Health, 65% of all men and 62% of women between 16 and 84 declared that they undertook physical activity for at least 30 minutes each day. Those aged between 16 and 29 were the most active. People with higher education were also the most active.
- There are approximately 1,200 gyms on the Swedish market. Leading gym chains on the market such as Friskis & Svettis report increased registered membership numbers with each passing year. For example Friskis & Svettis state in 2010 that 5% of the total Swedish population are registered members of Friskis & Svettis.
- Sports nutrition has a relatively small customer base, but at the same time they are frequent users of such products. The main consumers of sports nutrition are those who have a strong interest in fitness and wellbeing. They exercise more frequently than average, and they have a good knowledge of sports nutrition products. Building muscle is the most important purchasing factor, although some also use them for weight loss purposes.
- Protein powder is the most common format in sports nutrition, accounting for 69% share of current value sales in 2010. These products are usually sold in large packaging alternatives. Most common are powders for building muscle. The protein ready to drink format is increasing in popularity, but still accounted for only a small share of sales at 12% in 2010.
- The list of available product ingredients is wide varied and includes protein, creatine, L-carnitine and amino acids.

COMPETITIVE LANDSCAPE

- Sports nutrition remained fragmented with a high number of players. However, sales witnessed a degree of consolidation over the review period with the bulk of sales increasingly concentrated between a relatively small number of players.

PROSPECTS

- Sport nutrition in Sweden are expected to reach constant value sales of SEK405 million in 2015, which represents an increase of 25% on 2010 estimates.

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CATEGORY DATA

Summary 1 Sports Nutrition, Category Rankings 2010

Protein ready to drink

Rank	Brand
1	Removed
2	–
3	–
4	–
5	–

Protein bars

Rank	Brand
1 –	
1	Removed
2	Removed
3	Removed
4	
5	

Protein powder

Rank	Brand
1	Removed
2	Removed
3	Removed
4	Removed
5	

Other Sports Nutrition Products

Rank	Brand
1	Removed
2	Removed
3	Removed
4	Removed
5	

Source. Euromonitorlmemetions', trade interviews, company research

Table 1 Sales of Sports Nutrition: Value 2005-2010

SEKmiliion

	2005	2006	2007	2008	2009	2010
Sports Nutrition	Data removed from sam Ie					

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 2 Sales of Sports Nutrition: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Sports Nutrition	[illegible]	[illegible]	[illegible]

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 3 Sports Nutrition By Format: % Value Breakdown 2007-2010

% retail value rsp

	2007	2008	2009	2010
Protein Bars	[illegible]	[illegible]	[illegible]	[illegible]
Protein Powder	[illegible]	[illegible]	[illegible]	[illegible]
Protein Ready to Drink	[illegible]	[illegible]	[illegible]	[illegible]
Other Sports Nutrition Products	[illegible]	[illegible]	[illegible]	[illegible]
Total	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 4 Sports Nutrition Company Shares 2006-2010

% retail value rsp

Company	2006	2007	2008	2009	2010
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Total	100.0	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 5 Sports Nutrition Brand Shares 2007-2010

% retail value rsp

Brand	Company	2007	2008	2009	2010
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Total	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 6 Forecast Sales of Sports Nutrition: Value 2010-2015

SEK million

	2010	2011	2012	2013	2014	2015
Sports Nutrition	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*

Table 7 Forecast Sales of Sports Nutrition: % Value Growth 2010-2015

% constant value growth

	2010-15 CAGR	2010/15 TOTAL
Sports Nutrition	[illegible]	[illegible]

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*

CONSUMER HEALTH IN SWEDEN - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Resilience To Wider Economic Forces

Despite the weak economic climate, Swedish consumer health sales proved to be relatively immune to wider economic forces. Consumer health posted strong retail value growth once again in 2010, albeit slower than the CAGR recorded for the review period as a whole. Most mature consumer health categories proved to be resilient and posted healthy growth rates as consumers still needed to attend to their minor ailments. Growth in 2010 was also supplemented and supported by a number of other factors such as the self-medication trend, liberalisation of pharmacy sales, the continued ageing of the Swedish population and increased category segmentation.

Liberalisation Boosts Sales Growth

The de-regulation of pharmacy sales occurred in November 2009, leading to the entry of numerous new pharmacy chains. As part of this process the sale of certain OTC medicines was liberalised with distribution via mass market channels such as supermarkets and hypermarkets now possible. This change led to a strong boost in sales prompted by the greater availability and distribution of consumer health products. However, despite the de-regulation of pharmacy sales, subsequent entry of new players in pharmacy retailing sales and product availability in mass market channels, increased or significant price competition had yet to occur in Swedish consumer health at the end of the review period. The lack of price competition in the context of greater product distribution consequently encouraged the recording of strong current retail value growth rates for 2010.

Increasing Concentrated Environment

Consumer health's sales were increasingly characterised by consolidation; numerous categories are dominated by a handful of players. Indeed major players are not just confined to one area of consumer health but have an overall presence across the spectrum of total consumer health sales. 2010 was also a year that witnessed merger and acquisition activity. The domestic player, Meda AB, firmly stated strategic goals to establish itself as a leading player. This will be achieved through a combination of organic growth and acquisition, as the company's acquisition of BioPhausia OTC medicine product portfolio in September 2010 indicates.

Distribution Increasingly Diverse

Positive Outlook

KEY TRENDS AND DEVELOPMENTS

the Population Continues To Age

Current Impact

Outlook

Future Impact

Consumer Healthcare Proves Resilient To Wider Economic Forces

Current Impact

Outlook

Future Impact

Health and Wellness – A Driver of Sales

Current Impact

Outlook

Future Impact

Swedish Consumers Are More Willing To Self-medicate

Current Impact

Outlook

Future Impact

Liberalisation Does Not Lead To Increased Price Competition

Current Impact

Outlook

Future Impact

MARKET INDICATORS

Table 1	Consumer Expenditure on Health Goods and Medical Services 2005-2010					
SEK million	2005	2006	2007	2008	2009	2010
Pharmaceuticals,						

medical appliances/ equipment	
Outpatient services	
Hospital services	
Total	

Source: *Euromonitor International from official statistics, trade associations, trade interviews*

Table 2 Life Expectancy at Birth 2005-2010

years

	2005	2006	2007	2008	2009	2010
Males						
Females						

Source: *Euromonitor International from official statistics*

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2005-2010

SEK million

	2005	2006	2007	2008	2009	2010
OTC						
Sports Nutrition						
Vitamins and Dietary Supplements						
Weight Management						
Herbal/Traditional Products						
Allergy Care						
Child-Specific Consumer Health						
Consumer Health						

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Note: *Sum of sectors is greater than the market size because the four allergy care subsectors are included in allergy care as well as cough, cold and allergy remedies, medicated skin care and eye care.*

Table 4 Sales of Consumer Health by Category: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
OTC			
Sports Nutrition			
Vitamins and Dietary Supplements			
Weight Management			
Herbal/Traditional Products			
Allergy Care			
Child-Specific Consumer Health			
Consumer Health			

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Note: *Sum of sectors is greater than the market size because the four allergy care subsectors are included in allergy care as well as cough, cold and allergy remedies, medicated skin care and eye care.*

Table 5	Consumer Health Company Shares by Value 2006-2010				
% retail value rsp					
Company	2006	2007	2008	2009	2010
Total	100.0	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 6	Consumer Health Brand Shares by Value 2007-2010				
% retail value rsp					
Brand	Company	2007	2008	2009	2010

Total	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 7 Penetration of Private Label by Category 2005-2010

% retail value rsp

	2005	2006	2007	2008	2009	2010
Consumer Health						
OTC						
Sports Nutrition						
Vitamins and Dietary Supplements						

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 8 Sales of Consumer Health by Distribution Format: % Analysis 2005-2010

% retail value rsp

	2005	2006	2007	2008	2009	2010
Store-Based Retailing						
Grocery Retailers						
Discounters						
Healthfood shops						
Hypermarkets						
Small Grocery Retailers						
Supermarkets						
Other Grocery Retailers						
Non-Grocery Retailers						
Health and Beauty Retailers						
Chemists/Pharmacies						
Parapharmacies/Drugstores						
Other Healthcare Specialist Retailers						

Mass Merchandisers						
Other Non-Grocery Retailers						
Non-Store Retailing						
Vending						
Homeshopping						
Internet Retailing						
Direct Selling						
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 9 Sales of Consumer Health by Category and Distribution Format: % Analysis 2010

% retail value rsp

	OTC	SN	VDS	WM	HTP	AC
Store-Based Retailing						
Grocery Retailers						
Discounters						
Healthfood shops						
Hypermarkets						
Small Grocery Retailers						
Supermarkets						
Other Grocery Retailers						
Non-Grocery Retailers						
Health and Beauty Retailers						
Chemists/Pharmacies						
Parapharmacies/Drugstores						
Other Healthcare Specialist Retailers						
Mass Merchandisers						
Other Non-Grocery Retailers						
Non-Store Retailing						
Vending						
Homeshopping						
Internet Retailing						
Direct Selling						
Total	100.0	100.0	100.0	100.0	100.0	100.0

	CSCH
Store-Based Retailing	
Grocery Retailers	
Discounters	
Healthfood shops	
Hypermarkets	
Small Grocery Retailers	
Supermarkets	
Other Grocery Retailers	
Non-Grocery Retailers	
Health and Beauty Retailers	
Chemists/Pharmacies	
Parapharmacies/Drugstores	
Other Healthcare Specialist Retailers	
Mass Merchandisers	
Other Non-Grocery Retailers	
Non-Store Retailing	
Vending	

Homeshopping	[illegible]
Internet Retailing	[illegible]
Direct Selling	[illegible]
Total	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Key: *OTC = over the counter; SN = sports nutrition; VDS = vitamins and dietary supplements; WM = weight management; HTP = herbal/traditional products; AC = Allergy Care; CSCH = child-specircfic consumer health*

Table 10 Forecast Sales of Consumer Health by Category: Value 2010-2015

SEK million

	2010	2011	2012	2013	2014	2015
OTC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sports Nutrition	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Vitamins and Dietary Supplements	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Weight Management	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Herbal/Traditional Products	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Allergy Care	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Child-Specific Consumer Health	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Consumer Health	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*

Note: *Sum of sectors is greater than the market size because the four allergy care subsectors are included in allergy care as well as cough, cold and allergy remedies, medicated skin care and eye care.*

Table 11 Forecast Sales of Consumer Health by Category: % Value Growth 2010-2015

% constant value growth

	2010-15 CAGR	2010/15 TOTAL
OTC	[illegible]	[illegible]
Sports Nutrition	[illegible]	[illegible]
Vitamins and Dietary Supplements	[illegible]	[illegible]
Weight Management	[illegible]	[illegible]
Herbal/Traditional Products	[illegible]	[illegible]
Allergy Care	[illegible]	[illegible]
Child-Specific Consumer Health	[illegible]	[illegible]
Consumer Health	[illegible]	[illegible]

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*

Note: *Sum of sectors is greater than the market size because the four allergy care subsectors are included in allergy care as well as cough, cold and allergy remedies, medicated skin care and eye care.*

APPENDIX

OTC Registration and Classification

European regulatory systems

Marketing authorisations

Advertising

Standardised Packaging Requirements

Vitamins and Dietary Supplements Registration and Classification

National legislation

Distribution

Regulation of vitamins and dietary supplements

Regulation of herbal products

Advertising

Self-medication/self-care and Preventative Medicine

Switches

Summary 1 OTC Healthcare Switches 2008-2010

Brand name	Manufacturer	Product type/Ingredient	Switch date
Alit	Removed	Removed	Removed
-	Removed	Removed	Removed
Lansopazol Mylan 30 mg enterokapsel	Removed	Removed	Removed
Omeprazol BMM Pharma 20 mg enterotablett	Removed	Removed	Removed
Bamyl Koffein 500 mgl SOmgtablet	Removed	Removed	Removed
Bamyl 500 mg Brustablett	Removed	Removed	Removed
Bamyl Koffein 500 mgl 50 mg brustablett	Removed	Removed	Removed
Telfast 120 mg filmdragerad tablet	Removed	Removed	Removed
Zomig Rapimelt 5 mg munsonderfaflande tablet	Removed	Removed	Removed
Toilax 5 mg enterotablett	Removed	Removed	Removed

Cetirizine BMM Pharma	Removed	Removed	Removed
Sumatriptan BMM Pharma 50 mg	Removed	Removed	Removed
Sumatriptan Ratiopharm 50mg	Removed	Removed	Removed
Sumatriptan Sandoz 50 mg	Removed	Removed	Removed
Dulcolax 5mg	Removed	Removed	Removed
Dulcolax 10mg	Removed	Removed	Removed
Kestine 10mg	Removed	Removed	Removed

Source. Official statistics, Lakemedelsverket), Trade interviews

DEFINITIONS

This report analyses the market for consumer health in Sweden. For the purposes of the study, the market has been defined as follows:

~ Analgesics

~ Cough, Cold And Allergy (Hay Fever) Remedies

~ Digestive Remedies

~ Medicated Skin Care

~ NRT Smoking Cessation Aids

~ Eye Care

~ Ear Care

~ Adult Mouth Care

~ Calming and Sleeping Products

~ Wound Care

~ Emergency Contraception

~ OTC Triptans

~ Vitamins and Dietary Supplements

~ Weight Management

~ Sports Nutrition

~ Herbal/Traditional Products

Explanations of words and/or terminology used in this report are as follows:

~ Leverantorsforeningen for homeopati - Swedish trade association for homeopathic therapists and suppliers

~ Lakemedelsverket - (Swedish) Medical Products Agency.

Sources used during research include the following:

Summary 2 Research Sources

Official Sources	Laksrnedelsverket
	L1F

	Medical Products Agency
Trade Associations	Apotekens Sevice
	Association of the European Self-Medication Industry (AESGP)
	Halsokostcentralen
	Hatsokostradet
	Lakemedelsindustriforeningen
	Svensk Egerward
	Svesk Handel
Trade Press	Anarsvarlden
	Anna Bjore
	Butikens Varld
	Dagens Handel
	Dagens Industri
	Dagens Media
	Dagens Medicin
	Dagens Nyfleter
	Economic & Legal Framework for Non-Prescription Medicines (AESGP)
	Fri Kopenskap
	Hufvudstadsbladet
	Uikemedelsvarden
	Ny Teknik
	Nyhetsbanken
	Nyhetsbyran Dlrekt
	OTC Bulletin
	Pharma Online
	PointLex
	Resume
	SVD Ekonomi
	Svenska Dagbladet
	Sydsvenska Dagbladet
	TT Nyhetsbanken
	TT Spectra
	Veckans Affarer
	Waymaker

Source. Euromonitor International