

Multidisciplinary Services

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Watching Sports

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Sports foods and beverages continue to be among the fastest-growing categories.



Several trend categories of niche market areas may be of interest to chiropractors dealing with sports-related issues and their consumer patients.

The sports nutritional products market in the United States is moving into a broader consumer market that is more about lifestyle. The recent success of this market was driven by the beverage category. Other categories can capture that same sort of success by integrating broader health benefits into new product launches.

Faced with a changing patient landscape, the sports nutritional market will look to explore category cross fertilization, functionality hot buttons (such as organics, probiotics, and the glycemic index), and sensory and emotional benefits.¹

Sports Food and Beverages

Sports food and beverages continue to be among the fastest-growing categories.

Recreational and lifestyle consumers are driving market growth in this area. Recreational consumers of sports nutrition products are fitness enthusiasts, weekend warriors, and gym-goers; while lifestyle consumers just seek a refreshing beverage, a meal replacement, or a healthy snack.

Health and Wellness

Consumer food and drink choices are now driven by core values and lifestyle aspirations such as beauty, purity, detox, weight loss, vitality, energy, and relaxation. Regarding wellness, consumers are looking to foods and drinks to provide them with physical, mental, emotional, and spiritual health.

Snacks

For daily snacking, healthy options are now the choice to satisfy hunger between meals.² Taste is the most important factor in consumers' snack choices. Brand is least important, suggesting that big-name manufacturers and retailers cannot rely on brand strength alone to generate healthy snack sales.

We believe that the sports and fitness industry has played an integral role in helping Americans enjoy physical activity. The rise in popularity of these sports and the availability of new products and equipment that makes adoption of these sports easier for the patient consumer have helped create a big increase in manufacturers' sales.

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