

## A STUDY ON THE GROWTH OF ECOMMERCE PLATFORMS FOR SPORTS NUTRITION PRODUCTS AND SUPPLEMENTS

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### **ABSTRACT**

This research report analyses the e-commerce market for clothes, supplements, and products for sports nutrition. The study examines the elements, such as convenience, brand loyalty, and product quality, that affect consumer behaviour when making purchases online. The impact of influencer marketing and social media marketing on consumer choice is also examined in this article. Using customer surveys, data was gathered. According to the research, e-commerce has transformed the sports nutrition and apparel business by giving customers access to a wider range of goods. The analysis also uncovers difficulties faced by internet merchants, including inventory management and upholding customer confidence. In this fiercely competitive industry, the paper offers advice to firms on how to strengthen their e-commerce strategy and boost customer happiness.

From the angles of design purpose, function, data design, and technology, this study aims to construct a sports e-commerce system. This paper discusses the current state of the art in the field of sports nutrition, focusing on the role of health literacy, food literacy, nutrition literacy, and health-promoting media literacy in order to highlight how each literacy type theories the relationship between education and health through ecommerce. The study is concluded with a brief review of the literature on the social and psychological impacts of nutrition misinformation, particularly as they relate to online contexts.

**Key Words:** health literacy ,food literacy, E-commerce, Sports nutrition, CAGR, nutrition literacy.

### **INTRODUCTION**

E-commerce is the practise of conducting commercial transactions through the internet or online, often including the exchange of value, such as money for goods and services, between businesses and consumers. In this essay, we'll concentrate on online and web-based business transactions that are supported by technology.

Supplements, energy drinks, exercise gear, trackers, technology, and clothing and footwear with performance-oriented designs are just a few examples of the wide range of items that make up fitness products. Access to exercise facilities, personal training, specialty classes and programs, as well as knowledge and education, all fall under the category of fitness services.

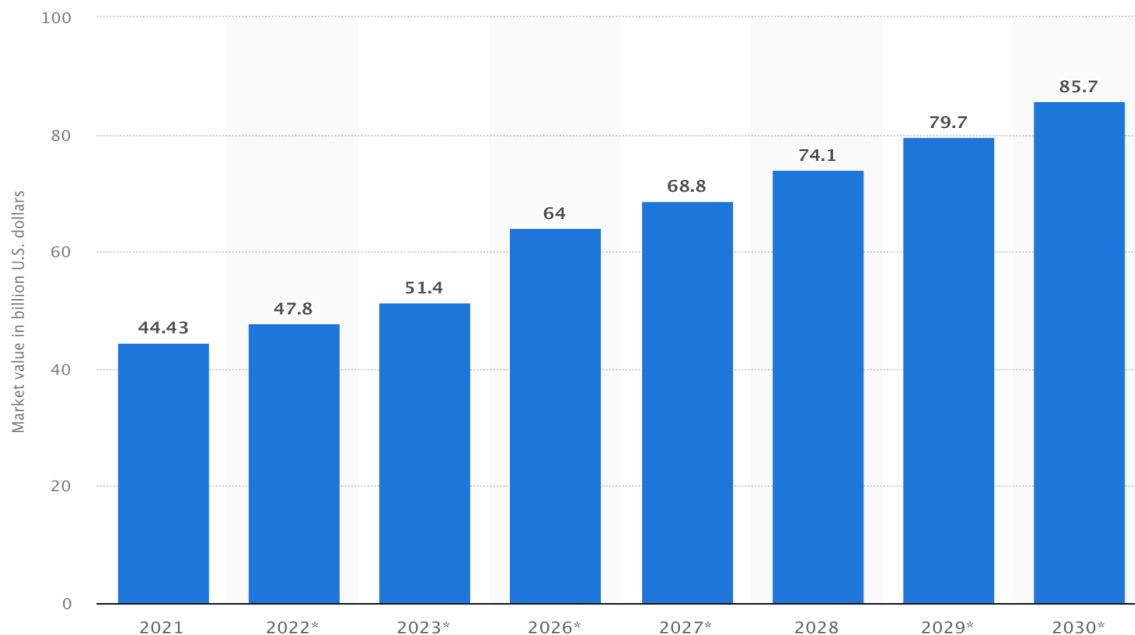
Since the invention of these goods, the introduction of personalisation to the nutritional supplement business has been a huge achievement. Customization enables products to be made specifically for each customer, producing relevance that raises client happiness and piques their interest in learning more. This results in a win-win situation for the business sector and consumers alike.

The global market for sports nutrition is anticipated to reach USD 31 billion by 2027, with a predicted CAGR of 8.9% throughout that time. The importance of an active lifestyle is predicted to expand in the coming years due to the rise of sedentary jobs and demographic trends towards recreational athletes and lifestyle consumers.

In addition, the expansion of gyms and health and fitness facilities, rising consumer awareness of the advantages of leading a healthy lifestyle, and demand from athletes are all projected to have a positive impact on the market.

These products are now widely accessible as a result of the market's huge corporations. For instance, in 2018, Amazon introduced its own line of sports supplements to American consumers under the name "OWN PWR." Abbott Laboratories, Hormel Foods Corporation, Neutra Science Labs, Glanbia, and GNC Corporation are important market participants. A growing number of government programs to improve health, and Consumers who are more aware of the consequences of sedentary lifestyles and those who are health-conscious are other market drivers. Also, Americans are becoming more health conscious, which has led to a greater emphasis on leading an active lifestyle.

The International Health, Racquet & Sportsclub Association (IHRSA) reported a 3.6% increase in health club members from 55.3 million in 2015 to 57.3 million in 2016. The number of health clubs in the U.S. also increased by 5.2% from 36,540 in 2016 to 38,447 in 2017. Consulting dietitians at these health clubs and fitness centers also influence the consumption of sports nutrition products among trainers and fitness enthusiasts.



Sports nutrition market worldwide from 2021 to 2030

Although India did not have access to the internet in 1991, the idea of electronic commerce was first promoted. But, by the late 1990s, consumers had begun to learn more about the internet and the possibility of making purchases online. Most Indians didn't start using the internet as a useful tool for some years, and it wasn't until 2002 when the Indian Railway Catering and Tourism Corporation (IRCTC) introduced its online reservation system that people started to see the possibilities of e-commerce. Major players like Amazon and Flipkart then began to emerge, considerably boosting the development of e-commerce in India. A few years later, the arrival of Reliance Jio, with its free SIM cards, led to a massive increase in the user base in India, and people started using e-commerce more frequently, leading to its rapid growth. Nowadays, people can order almost anything online, from daily essentials like medicines and groceries to gadgets, with easy return policies.<sup>[3]</sup> In the field of sports nutrition, the academic discipline began in exercise physiology laboratories, with the first studies on carbohydrate and fat metabolism conducted in Sweden in the late 1930s. The 1960s saw the emergence of the sports nutrition beverage market in response to the post-workout hydration and recovery requirements of athletes. With sales of hardcore drink mixes and sports nutrition powders and formulas reaching over three billion dollars globally by 2010, new ingredient technologies have given rise to an entirely new business that focuses on meeting the nutritional needs of athletes. Sports nutrition products, which were once a niche industry, have gained popularity, leading multinational corporations to introduce their own nutritional beverage for general consumption. E-commerce is vital to the economy because it allows companies to reach a larger customer base than those that engage in traditional retail. E-commerce is the segment of the retail industry that is expanding the fastest due to the rise in online purchases. Similar to how a healthy lifestyle necessitates exercise to stave off illnesses and improve mood. The kind and amount of food and drink a person consumes has a big impact on personal fitness objectives, regardless of whether they are a professional athlete or just love working out. Nutrition is essential for enhancing performance since it gives the body enough energy, replenishes lost fluids, and guards against injury. Energy and nutritional needs will vary depending on the type and intensity of physical activity. For those concerned with their overall health and well-being, the study highlights the need for an online e-commerce platform for sports nutrition items and other fitness-related products. E-commerce makes it simple and hassle-free to distribute goods quickly from suppliers to customers. Bodybuilding, gymnastics, yoga, powerlifting, and other physical hobbies have gotten a lot more popular over the past ten years, so it's crucial to give individuals the tools they need to reach their fitness objectives. Sports nutrition and supplement markets, as well as markets for fitness wear, offer a vast variety of goods. This comprises protein supplements made from plants and animals as well as hydration/sports beverages that often contain BCAAs, B vitamins, caffeine, and creatine. Additionally well-liked are protein-based dietary supplements including protein powders, protein bars, and energy bars. Other vitamin and mineral supplements are also offered, along with pre-workout supplements, clothing, and accessories. Protein is the primary component of human body cells, and athletes require a sufficient intake of protein in their diet to support muscle growth and regeneration, stimulate muscle protein synthesis during exercise, and enhance movement speed. The optimal amount of protein for trainees depends on factors such as carbohydrate intake, exercise intensity, body weight, and available time for protein consumption. Mineral-vitamin supplements containing

macro and microelements can be used to address deficiencies in an athlete's diet, but they cannot replace a well-balanced diet. Dietary supplements are considered food and must meet the requirements of food law. Creatine supplementation is a popular option for athletes seeking to improve exercise capacity during high-intensity training. Creatine is a protein composed of three amino acids, and it plays a crucial role in providing energy to muscles during exercise. Branched chain amino acids (BCAA) can also help prevent muscle tissue breakdown during intense workouts. Caffeine is a stimulant that can improve reflexes, concentration, and endurance, and it can also help athletes save glycogen and increase endurance during training. Nutritional supplements of vitamins and minerals can help prevent deficiencies and associated health disorders, particularly for athletes engaging in intensive workouts. Vitamin C, vitamin E, and multivitamins are the most popular dietary supplements among athletes<sup>[5]</sup>.

Scientists and nutritionists have recognized the importance of supplements and other nutritional products in maintaining a healthy body and achieving optimal physical fitness, especially given the growing global market trend and widespread acceptance of such products. The easy availability of a wide range of supplements allows people to choose products that meet their individual physical needs and desires.

By 2028, a sizeable proportion of people who prioritise a healthy lifestyle and physical fitness are expected to rely primarily on nutritional goods.

According to this research, creating an online store that sells a variety of clothing, accessories, and supplements as well as sports nutrition goods has the potential to completely change the Indian fitness market.

## **Literature Review:-**

Kathryn L Beck (“Role of nutrition in performance enhancement and post exercise recovery – 2015”) – says that numerous factors contribute to success in sport and nutrition is a crucial factor. An athlete's nutritive requirements depend on numerous aspects, including the sport, the athlete's pretensions, the terrain and practical considerations. The significance of individual nutritive advice has been decreasingly honoured, including diurnal nutritive advice and specific advice before, during and after training and/ or competition. Athletes use a variety of nutritive strategies to ameliorate performance, and maximizing glycogen stores is a crucial strategy for numerous. Carbohydrate consumption during exercise supports high carbohydrate oxidation, prevents hypoglycemia and has a positive effect on the central nervous system.

Alison K Garth (“What do athletes drink during competitive sporting activities? – 2013”) – says that although expert groups have developed guidelines for fluid input during sport, their factual operation is batted . We reviewed the literature on tone- named hydration strategies during athletic competition to determine what's easily practical and what athletes value. We set up little exploration on drinking in elite or largely competitive athletes, indeed in popular sports

Jiang (“Design and Development of Sports E-commerce Based on the Sports Industry Information – 2012”) – says that it's important to realize the technology of the sports assiduity in the development of profitable globalization. Online shopping is an important way to realize information in the sports assiduity. The purpose of this paper is to produce a sports-commerce system from the perspective of design purpose, operation and data design and technology.

L M Burke (“Sports nutrition. Approaching the nineties - 1989”) – says that a more sophisticated assessment of the part of nutrition in sports performance has come possible through increased knowledge of exercise physiology. nutritive issues in training are of primary significance because it takes utmost of the athlete's trouble. The nutritive support of an ferocious diurnal training program includes an meet high energy input, substantially in the form of carbohydrates, to continuously replenish muscle glycogen stores.

Position of the American Dietetic Association, Dietitians of Canada, and the American College of Sports Medicine (“Nutrition and athletic performance – 2009”) - says that these organizations recommend appropriate food and fluid choices, timing of consumption and nutritional supplements for optimal health and physical activity.

JR Brotherhood (“Nutrition and sports performance - 1984”) - says that over the once 20 times, great advances have been made in the scientific understanding of the part of nutrition in health and physical performance. Epidemiological and physiological studies have shown that certain forms of salutary geste can be associated with an increased threat of conditions similar as high blood pressure, coronary heart complaint and some forms of cancer. This has led to salutary recommendations aimed at reducing the frequency of these diseases in the community.

Heather Horsburgh, David Barron (“Who are the experts? Examining the online promotion of misleading and harmful nutrition information – 2019”) – says that there are numerous websites, blogs and social media accounts that concentrate on furnishing information and products about weight loss, muscle structure, health and fitness. While this focus on health and nutrition has its graces, the spread of misinformation is problematic. Although the information being conveyed has some substantiation and isn't fully inaccurate, the way the dispatches are conveyed can be dangerous. This chapter provides a review of the literature on the social and cerebral damages of eating diseases, particularly in online surrounds.

Emily Truman (“Which literacy for health promotion: health, food, nutrition or media? - 2020.”) – says that education and knowledge are important aspects of health creation. The eventuality of health knowledge to promote healthier choices has been considerably delved , and studies have similarly addressed food knowledge, nutrition knowledge, and/ or media knowledge as part of health knowledge, rather than treating them as unique health creation generalities. This study examines the parallels and differences between health knowledge, food knowledge, nutrition knowledge, and health media knowledge to punctuate how each type of knowledge theorizes the relationship between education and health through e-commerce.

Johanna T. Dwyer, Paul M. Coates and Michael J. Smith (“Dietary Supplements: Regulatory Challenges and Research Resources - 2018”) – says that numerous scientific and nonsupervisory challenges facing safety, quality, and efficacy exploration. pharmaceutical products. salutary

supplements are common in all countries, as their requests are decreasingly global. This composition summarizes some of the challenges in salutary supplement wisdom and provides a case study of exploration from the US National Institutes of Health's Office of Dietary Supplements and some of the coffers it has developed that are available to all experimenters. It includes exemplifications of some of the nonsupervisory challenges and coffers for those who want to learn further about them.

Sven Anders and Christiane Schroeter (“The impact of nutritional supplement intake on diet behavior and obesity outcomes - 2017”) – says that these studies show that the tendency to consume a salutary supplement depends on diet quality, health, demographic and life factors. The findings also suggest a possible link between salutary health gets ( supplement consumption) and rotundity as measured by body mass indicator. therefore, supplement druggies have a lower BMI compared tonon-supplement druggies. As the consumption of fruits and vegetables decreases, it's important to find out the part of nutritive supplements in determining healthy geste and the quality of nutrition.

Gabriela Kołodziej,Barbara Cyran-Grzebyk,Joanna Majewska and Krzysztof Kołodziej (“Knowledge Concerning Dietary Supplements among General Public - 2019”) – says that a high use of salutary supplements was observed among the studied population; but numerous people demanded accurate information about these products. This is why the community urgently needs education and access to unprejudiced scientific information.

Cindy Crawford, Bharathi Avula, Andrea T. Lindsey, Abraham Walter, Kumar Katragunta, Ikhlas A. Khan and Patricia A. Deuster (“Analysis of Select Dietary Supplement Products Marketed to Support or Boost the Immune System – 2022”) – says that this case series analysis suggests that quality control measures were shy for utmost vulnerable system health supplement products announced and vended on Amazon's website. In addition, some of the claims made on utmost of these vulnerable support products don't appear to be harmonious with the claim orders defined in the FDA regulations. utmost of the products tested were mislabeled, and the claims made on these markers can mislead consumers into buying the products when information about their real benefits is limited. Consumers should be apprehensive that these products may not contain what's stated on the marker. Ongoing exploration and substantiation- grounded educational accoutrements help consumers make informed opinions about salutary supplements.

## **Research Gap**

This research paper mainly focuses on people’s opinion on the ecommerce of sports supplements and clothes; to find out what people think about it and their mentality towards it. We used secondary data from various sources as mentioned in the paper. In order to comprehend customers perspectives towards the subject and its services, this research paper examines the upcoming trend in the market and attitude of the customers.



## **RESEARCH OBJECTIVES**

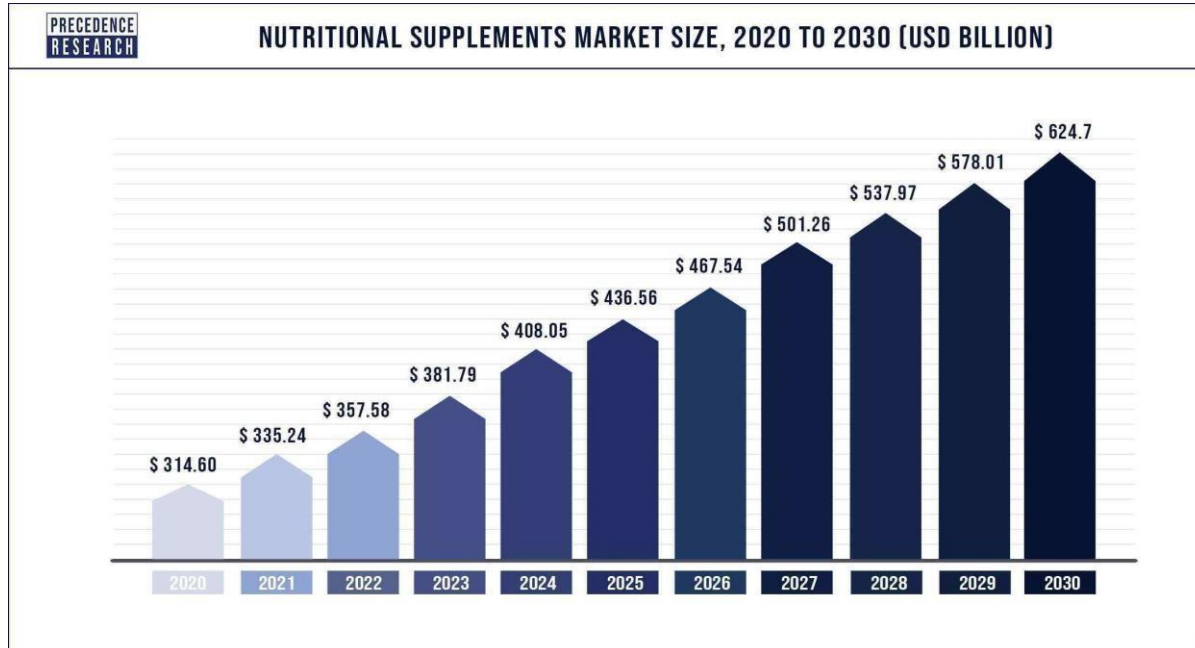
- Analyze and comprehend the factors that have led to the growth of e-commerce platforms in the sports nutrition industry.
- Identify the challenges faced by online retailers in the sports nutrition industry.
- Understand the strategies employed by online retailers to succeed in the sports nutrition industry.
- Provide insights into the current state of the sports nutrition industry and its potential for future expansion.
- Conduct a comprehensive analysis of customer behavior and preferences for purchasing sports nutrition products online.
- Consider factors such as product quality, price, and delivery speed when analyzing customer behavior and preferences.

## **SCOPE OF THE STUDY**

This study focuses on the expansion of e-commerce websites in India's industry for sports nutrition. The current state of e-commerce platforms in the sports nutrition sector, including the top companies and their respective market shares, will all be covered by the study. The study will look at the reasons, such as rising internet usage, rising disposable income, and the convenience of online shopping, that are promoting the growth of e-commerce platforms in the sports nutrition industry. Also, the study will evaluate the difficulties faced by e-commerce platforms in the sports nutrition sector, including competition from physical stores, a lack of confidence in online shopping, and logistical problems. The study will also analyze the impact of e-commerce platforms on the sports nutrition market, including changes in consumer preferences.

## **RESEARCH METHODOLOGY**

According to Precedence Research, the worldwide market for nutritional supplements was valued at US\$ 335.24 billion in 2021. The market is predicted to exceed US\$ 624.7 billion by 2030, indicating a significant compound annual growth rate (CAGR) of 7.1% between 2022 and 2030.



### **Key Takeaway:**

- In terms of products, the functional food and beverage industry will hold a 56% market share in 2022.
- In terms of formulation, the market share for powder formulations was 37% in 2022.
- In terms of sales channel, the brick-and-mortar sector contributed 71% of the market in 2022.
- Adults, as a consumer category, will own more than 26% of the market in 2022.
- In 2022, the APAC market maintained a 35.8% revenue share.

### **Growth Factors**

The increasing cost of malnutrition is a growing concern worldwide. UNICEF reported that in 2020, approximately 149 million children under the age of five were affected by stunted growth, 40.1 million were overweight, and 49.5 million were wasted. Furthermore, overweight and obesity are becoming more prevalent in nearly every country globally, with the overweight issue primarily affecting wealthier nations and the underweight issue affecting lower-income countries. The number of obese adults worldwide is projected to reach 677.6 million in 2020, which is a significant contributing factor to the rising demand for nutritional diets.



## Scope of the Nutritional Supplements Market Report

Report Highlights	Details
Market Size	USD 624.7 Billion by 2030
Growth Rate	CAGR of 7.1% From 2022 to 2030
Largest Market	Asia Pacific
Fastest Growing Market	Latin America
Base Year	2021
Forecast Period	2022 to 2030
Segments Covered	Form, Product, Age Group, Distribution Channel, Region
Companies Mentioned	Abbott Nutrition, Amway, Nestle, Glanbia Plc, Herbalife International of America, Archer Daniels Midland, GlaxoSmithKline, Nature's Bounty Co., Arkopharma

## Form Insights

According to market insights, the powder segment holds a significant revenue share of around 37% in the global nutritional supplement market by 2022. This segment is expected to maintain its leading position throughout the forecast period, primarily due to the widespread availability and market share of nutritional supplements in powder form. Additionally, the growing popularity of dietary fibers, green tea, and protein powders is driving the expansion of this segment globally.

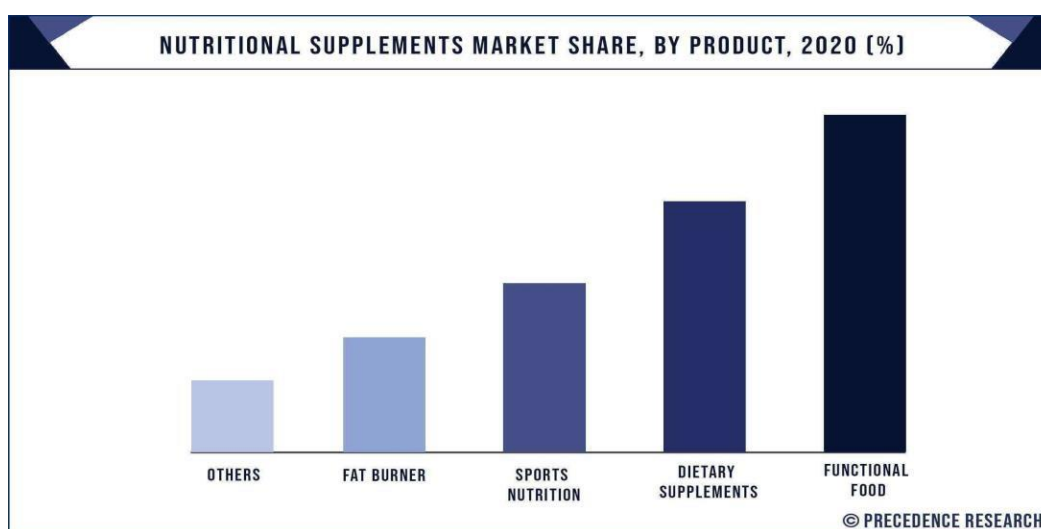
## Product type Insights

In terms of product type, functional food is the leading sector in the global nutritional supplement market, with a substantial revenue share of over 56% in 2022. This trend is expected to continue during the forecast period, as consumers are increasingly conscious of their health and have greater disposable income. The demand for food and beverage products that provide functional benefits, such as vitamins, minerals, fibers, and omega-3, is on the rise, which is driving the growth of this market.

## Age group Insights

In terms of revenue share, the adult segment dominated the market in 2022 and is predicted to continue to do so for the duration of the forecast period. This is related to the rise in the proportion of working adults—both men and women—as well as to industrialised nations' increased predilection for nutritional supplements. Also, the desire to maintain a healthy weight and be physically active as well as the growing prevalence of obesity are driving this market's expansion.

On the other hand, the kids market is thought to be the most lucrative due to parents' growing knowledge of the health advantages of nutritional supplements. In 2023, there will be around 21% of baby boomers worldwide, according to estimates.



## Distribute channel Insights

Specialty stores emerged as the leading distribution channel in the global nutritional supplements market in 2022, with the largest revenue share, and it is expected to maintain its dominance in the forecast period. The wide variety of supplements and brands available at these stores, along with the consultation provided by salespersons regarding consumers' needs, makes it easier for buyers to decide on the type of supplement to purchase.

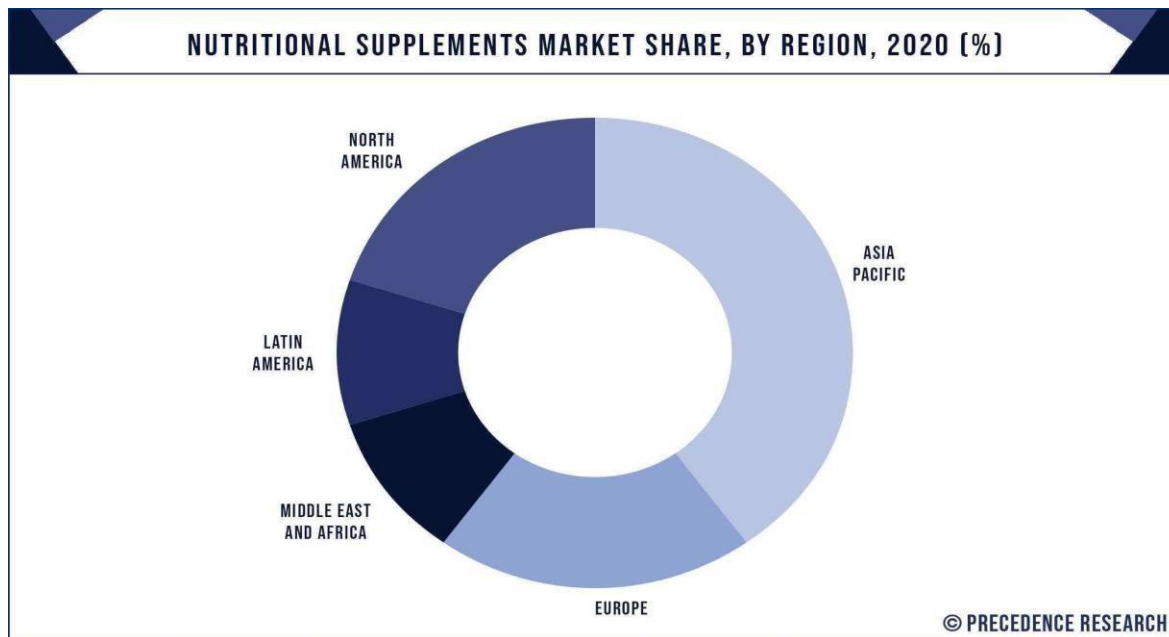
E-commerce is estimated to be the most opportunistic segment, owing to the growing penetration of e-commerce platforms. Further, easy refund and replacements, easy payment option, and heavy discounts on various brands offered is boosting the growth of this segment.

## Region Insights

In 2022, the Asia Pacific region accounted for the highest revenue in the global nutritional supplements market, and this trend is projected to continue during the forecast period. This can be attributed to the increasing awareness among consumers in the region regarding the benefits of nutritional supplements for health. Additionally, major manufacturers are investing more in the

development of new products, and the manufacturing and R&D centers for dietary supplements are shifting towards developing economies such as China and India.

The most lucrative market for nutritional supplements is thought to be in Latin America, on the other hand. The market for nutritional supplements is anticipated to increase noticeably in countries like Brazil and Argentina.



### **Key companies and market sight Insights**

Due to the presence of numerous local businesses, the market is moderately fragmented. These market participants are pursuing methods like investments, collaborations, acquisitions, and mergers in an effort to increase their market share. Also, businesses are investing in the creation of better products.

### **Limitation of the study**

- Lack of primary research: This study is based on secondary research and interviews with industry experts. The lack of primary research may limit the accuracy and depth of the findings.
- Limited scope: The study focuses only on the growth of e-commerce platforms in the sports nutrition industry in India. It does not cover other related industries or factors that may influence the growth of e-commerce in India.

- Time constraints: The study is limited by time constraints, which may impact the comprehensiveness and depth of the research.
- Data availability: The study is limited by the availability of data on e-commerce platforms in the sports nutrition industry in India. The accuracy and reliability of the data may also be a concern.
- Sampling bias: The study may be subject to sampling bias, as the interviews with industry experts and stakeholders may not represent the entire population of e-commerce platforms in the sports nutrition industry in India.

### **Challenges**

- Customer trust: Because sports nutrition products can have a significant impact on an individual's health and fitness, customers are typically cautious when it comes to purchasing supplements online. E-commerce businesses must establish trust and credibility with their customers to earn their loyalty.
- Shipping and logistics: Sports nutrition products can be heavy and bulky, which can make shipping and logistics a challenge. E-commerce businesses must have efficient and reliable shipping processes in place to ensure timely delivery.
- Marketing: With so much competition in the sports nutrition industry, e-commerce businesses must develop effective marketing strategies to stand out from the crowd. This includes creating compelling product descriptions, developing engaging social media campaigns, and building a strong brand identity.
- Regulatory compliance: The sports nutrition industry is heavily regulated, and e-commerce businesses must ensure that they are in compliance with all relevant regulations and standards. This includes labeling requirements, safety standards, and health claims.
- Product quality: Customers expect high-quality products when it comes to sports nutrition supplements. E-commerce businesses must work closely with suppliers and manufacturers to ensure that their products meet the highest standards of quality and safety.

### **Suggestions of the study**

- To better understand consumer online shopping habits and preferences in the sports nutrition sector, survey customers.
- This will enable industry players to create focused marketing strategies and offer insightful information on the elements influencing the growth of e-commerce platforms.
- Examine how social media has affected the development of e-commerce platforms in the sports nutrition sector.
- Consumers are increasingly using social media sites like Facebook, Instagram, and Twitter to browse and buy things online.

- Players in the sector can improve their social media marketing strategy by having a better understanding of how social media has contributed to the expansion of e-commerce platforms.

## **Market analysis**

The Indian supplement industry lies in the un-organized sector and has a request share of ₹ 5000 cr, of which the sports nutrition member is worth ₹ 1300 cr, with a time-on-time growth of about

25. Foreign brands dominate about 80 of the request. The scenario is changing, with at least 50 national-level and hundreds of regional-level brands entering the market each year.

The sports nutrition assiduity has seen immense growth in the last many times, primarily because smaller people have conceptions about the use of supplements, which have been associated with steroids. The government has also brought mindfulness about the significance of fitness in everyday life- its Fit India and Khelo India have given a boost to the reanimation of sports culture in the country, as has the increased investment in sports structure in the last many times. The pandemic has put preventive healthcare in focus. Doctors recommended wellness nutrition supplements during the pandemic, resulting in greater awareness and acceptability.

## **Finding**

In 2023, e-commerce will keep expanding, building on the momentum created by the COVID-19 epidemic. Customers feel more at ease placing larger orders online, and merchants now have more options than ever to interact with customers online thanks to innovative content strategies and cutting-edge technology like augmented reality and artificial intelligence. The businesses that embrace innovation and experiment with these new technologies will flourish as opportunities grow.

## **Conclusion**

The study on the e-commerce of supplements, apparel, and sports nutrition items offers important insights into the market and its potential for expansion. In this industry, factors including expanding internet usage, rising disposable income, and the convenience of online shopping are propelling the growth of e-commerce platforms. Despite obstacles including competition from traditional businesses and logistical problems, e-commerce platforms have significantly altered consumer tastes and behavior. The study emphasizes the prominence of the adult market, the sorts of powder and functional foods, and specialty shops as the main distribution method. The largest market for nutritional supplements is also in the Asia-Pacific area.

. According to the survey, growing consumer awareness of health and fitness as well as the accessibility and convenience provided by e-commerce platforms have led to a considerable growth in the popularity and demand for sports nutrition supplements in the Indian sports nutrition industry. In order to adapt to the shifting market dynamics, the top competitors in the Indian sports nutrition market are implementing a multi-channel retail strategy. By expanding their reach and

focusing on a larger consumer base, they are able to take advantage of e-commerce platforms' advantages and increase their sales and market share.

Overall, this study is a valuable resource for industry players and researchers looking to understand the dynamics of the e-commerce market for sports nutrition products, supplements, and clothing. It provides important insights into the factors driving growth in this sector and highlights the dominant segments and distribution channels.

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