

Fitness & Sports Supplements

Support for the full training cycle - energy and performance before, fluid and electrolytes during, protein and recovery nutrients after.

Performance

Protein

Hydration

Recovery

Evidence-based

3

stages this family covers: fuel, hydrate, recover

20-40g

protein per serving typically used to support muscle repair

3-5g

daily creatine, the most researched performance aid

\$45B+

global sports nutrition market, and growing fast

About this family

Fitness and sports supplements support every phase of a training session and the recovery that follows. Before and during exercise, performance and hydration products help you sustain output; afterward, protein and recovery nutrients rebuild what training breaks down. The category rewards a short list of well-proven ingredients - protein, creatine, caffeine, and electrolytes - used at the right time, rather than elaborate stacks.

Explore the range

This family groups three focused sub-categories, one for each phase of training. Each has its own detailed guide.

Performance & Energy

Pre- and intra-workout support to push harder, delay fatigue, and train with more intensity.

KEY: Caffeine, creatine, beta-alanine, citrulline, carbohydrate

Hydration & Electrolytes

Replaces fluid and minerals lost in sweat to sustain output in long or hot sessions.

KEY: Sodium, potassium, magnesium, glucose

Recovery & Muscle Growth

Post-workout protein and recovery nutrients that repair and build lean muscle.

KEY: Whey / plant protein, EAAs, creatine, tart cherry

Find your fit

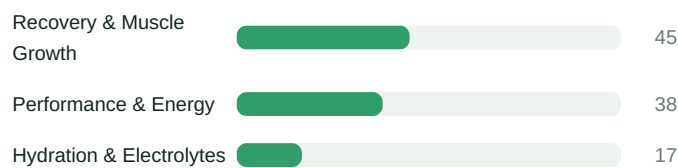
Match a goal to the right sub-category and its hero ingredients.

IF YOUR GOAL IS...	START WITH	HERO INGREDIENTS
Train harder and push output	Performance & Energy	Caffeine, creatine, beta-alanine
Stay hydrated in long or hot sessions	Hydration & Electrolytes	Sodium, potassium, magnesium
Build muscle and recover faster	Recovery & Muscle Growth	Protein, EAAs, creatine

The data at a glance

Shopper interest across the family

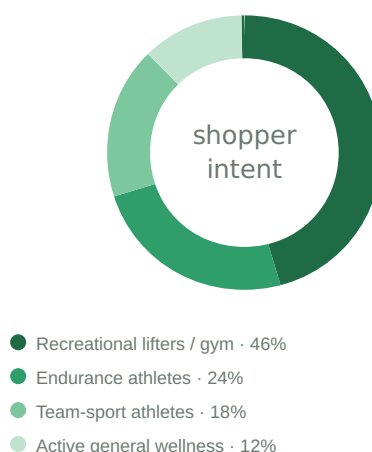
Illustrative share of demand by sub-category.



● Relative shopper interest across the family

Who shops this family

Illustrative buyer mix.



Foundations

Four principles that apply across every product in this family.



Fuel, hydrate, recover

Every product maps to a phase of your session - match what you take to whether you're starting, sustaining, or recovering.



Protein is the anchor

Roughly 1.4-2.0 g of protein per kg of body weight per day underpins muscle repair and growth for most active people.



Evidence over hype

A few ingredients - creatine, caffeine, protein - are strongly proven; most elaborate 'stacks' add little on top.



Hydration limits performance

Even a 2% drop in body water reduces output, so electrolytes and fluid matter as much as any pre-workout.

Safety & interactions

- Caffeine and stimulant pre-workouts add up - watch total daily caffeine and avoid taking it late in the day.
- Creatine is safe and well-studied; the 'loading phase' is optional - 3-5 g/day works fine.
- If you compete under testing, choose third-party certified products (Informed Sport / NSF Certified for Sport).
- Extra protein won't build extra muscle beyond your needs and can strain a low-fluid diet - drink enough water.
- More electrolytes isn't better - match sodium intake to how much you actually sweat.

Frequently asked

Do I need supplements to get fit?

No - training and whole foods come first. Supplements mainly add convenience (protein, electrolytes) and a small, proven performance edge (creatine, caffeine).

Whey or plant protein?

Both build muscle. Whey is higher in leucine and digests fast; quality plant blends work well when they combine sources to cover all essential amino acids.

Is creatine safe to take long-term?

Yes - it's one of the most studied supplements in sport, with a strong safety record and consistent benefits for strength and power.

When should I take protein?

Total daily intake matters most. Spreading it across meals, including one after training, supports steady muscle repair through the day.

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