



BODYLAB

BRAND FACT SHEET

BRAND SNAPSHOT

BODYLAB is a sports performance nutrition brand focused on supplements and functional products for athletes, fitness enthusiasts and active consumers. The brand offers a broad range of performance-oriented products including proteins, amino acids and training supplements designed to support strength, endurance and recovery. With a strong direct-to-consumer model and digital reach, **BODYLAB** has established a scalable e-commerce presence in the European fitness market.

QUICK FACTS

Founded: 2002

Headquarters: Germany - Munich

Category: Sports Nutrition & Performance Supplements

Business Model: Online Direct-to-Consumer/ Marketplaces/Retail

Core Markets: Germany, Switzerland, Benelux

BRAND POSITIONING

Performance-focused sports nutrition for training, strength and recovery.

Value Pillars

- » Performance-driven formulations
- » Quality ingredients and trusted products
- » Accessible sports nutrition for everyday athletes

BRAND STRENGTHS

- » Strong brand recognition in the European fitness community
- » Diversified portfolio across core sports nutrition categories
- » Loyal customer base of fitness and performance consumers
- » Scalable e-commerce operations and digital distribution

PRODUCT PORTFOLIO

Core Categories:

- » Protein powders
- » Creatine & performance supplements
- » Amino acids (BCAA / EAA)
- » Pre-workout & training supplements
- » Protein snacks and functional nutrition

SALES CHANNELS

Direct Channel: Own online shop

Marketplaces: Amazon & other european marketplaces

Retail: Selected fitness and sports nutrition retailers

BODYLAB is part of the **ADVANCE Consumer Health Group**, a European platform for consumer health, nutrition and wellness brands.