



Sport Nutrition

Salience Index 2025



6 Month Report

“ This **report** is a brief
run through of digital
performance for last
12 months in the
Online **Sport Nutrition**
Sector.

Want to go beyond the data within?
Speak to our team, any time, through
our site or social pages.



Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

Brett Janes
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Note

We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

Services

Contents

- 01** Traffic Score Year on Year
- 03** Winners & Losers
- 05** Overall Traffic Scores
- 09** Keyword Trends
- 11** Emerging Trends
- 13** Receding Trends
- 15** The Latest News In Paid Media



Online Sport Nutrition Sector has seen a 3% decrease in overall organic visibility within the last 6 months.

Traffic Score Year on Year

What is Organic Traffic Score in Ahrefs and how do they calculate it?

"This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month."

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

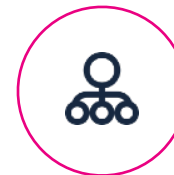
How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

0.63%

**Of Google
Searchers Click
On Results From
The Second
Page..**

* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

Traffic Score Findings

Top 5 winners

01  **MYPROTEIN**

02 **Huel**[®]

03  **VITABIOTICS**

04  **healthspan**

05 
BODYBUILDING.com



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



Top 5 Losses

01 Holland & Barrett

02 iHerb®

03 GRENADE®

04 TRIP

05 



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score December 2024	Traffic score June 2024	YoY Change	Compared to Market
hollandandbarrett.com	1	-	1,515,703	1,695,051	-11%	-8%
myprotein.com	2	-	477,728	459,878	+4%	+7%
huel.com	3	-	205,077	156,221	+31%	+34%
vitabiotics.com	4	-	149,661	123,295	+21%	+24%
healthspan.co.uk	5	+3	71,839	61,969	+16%	+19%
theproteinworks.com	6	-	71,569	75,626	-5%	-3%
bulk.com	7	-	67,085	64,636	+4%	+7%
musclefood.com	8	+2	61,621	59,713	+3%	+6%
iherb.com	9	-4	58,499	76,344	-23%	-21%
dolphinfitness.co.uk	10	+2	54,736	54,083	+1%	+4%
naturesbest.co.uk	11	-	51,331	56,081	-8%	-6%
shop.bodybuilding.com	12	+89	51,318	3,203	+1502%	+1505%
grenade.com	13	-4	51,264	61,582	-17%	-14%
proteinpackage.co.uk	14	+1	41,932	41,837	-	+3%
myvitamins.com	15	-1	39,274	44,745	-12%	-9%
nutriadvanced.co.uk	16	+5	38,817	31,236	+24%	+27%
drink-trip.com	17	-4	35,068	47,804	-27%	-24%
british-supplements.net	18	-1	33,524	36,563	-8%	-5%
discount-supplements.co.uk	19	-3	31,715	38,272	-17%	-14%
optimumnutrition.com	20	+4	31,022	26,497	+17%	+20%
scienceinsport.com	21	-1	29,864	33,630	-11%	-8%
appliednutrition.uk	22	-4	28,894	35,893	-19%	-17%
supremecbd.uk	23	-4	27,928	35,716	-22%	-19%
drinkag1.com	24	+1	26,427	26,117	+1%	+4%
solgar.co.uk	25	-3	26,161	29,636	-12%	-9%
healf.com	26	-	25,132	26,020	-3%	-1%
optibacprobiotics.com	27	-4	25,016	27,926	-10%	-8%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score December 2024	Traffic score June 2024	YoY Change	Compared to Market
highfive.co.uk	28	+2	24,181	21,167	+14%	+17%
proteinpickandmix.co.uk	29	-2	22,918	24,637	-7%	-4%
flawlesscbd.co.uk	30	+1	20,126	20,284	-1%	+2%
cytoplan.co.uk	31	-3	19,962	23,508	-15%	-12%
predatornutrition.com	32	+4	17,607	17,502	+1%	+3%
puresport.co	33	+11	17,154	11,037	+55%	+58%
phd.com	34	-5	16,219	21,747	-25%	-23%
naturaldispensary.co.uk	35	-	16,049	17,703	-9%	-7%
simplysupplements.co.uk	36	+1	14,658	15,294	-4%	-1%
biggreensmile.com	37	+9	14,591	10,564	+38%	+41%
zipvit.co.uk	38	-6	14,323	20,264	-29%	-26%
centrum.co.uk	39	-	14,187	12,838	+11%	+13%
usn.co.uk	40	+7	12,928	10,266	+26%	+29%
maxinutrition.com	41	+1	12,791	11,713	+9%	+12%
biocare.co.uk	42	-9	12,613	19,392	-35%	-32%
xmiles.co.uk	43	-5	12,101	12,997	-7%	-4%
ultimateperformance.com	44	+5	12,021	10,173	+18%	+21%
cbd-guru.co.uk	45	-4	11,184	11,986	-7%	-4%
bodybuildingwarehouse.co.uk	46	-3	10,944	11,041	-1%	+2%
revital.co.uk	47	+9	10,727	8,149	+32%	+34%
biomel.life	48	+3	10,323	9,864	+5%	+7%
ghostlifestyle.com	49	-1	9,941	10,237	-3%	-
shakethatweight.co.uk	50	-5	9,379	10,762	-13%	-10%
supplementsolutions.co.uk	51	-1	9,124	10,145	-10%	-7%
naturesaid.co.uk	52	+1	8,859	8,506	+4%	+7%
vivolife.co.uk	53	+7	8,306	7,559	+10%	+13%
peaksupps.co.uk	54	+23	8,282	5,362	+54%	+57%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score December 2024	Traffic score June 2024	YoY Change	Compared to Market
blessedcbd.co.uk	55	-1	8,264	8,439	-2%	+1%
supplementplace.co.uk	56	+14	8,226	6,130	+34%	+37%
cbdbrothers.com	57	+5	8,130	7,432	+9%	+12%
orangecounty-cbd.com	58	+14	8,127	5,935	+37%	+40%
juiceplus.com	59	-2	8,034	8,043	-	+3%
uk.ghostlifestyle.com	60	-1	7,998	7,915	+1%	+4%
barebiology.com	61	-6	7,253	8,160	-11%	-8%
cannaraycbd.com	62	+1	7,221	7,244	-	+3%
ehplabs.co.uk	63	-11	7,084	9,193	-23%	-20%
britishcannabis.org	64	+22	6,931	4,196	+65%	+68%
otesports.co.uk	65	-4	6,903	7,532	-8%	-6%
stronglife.co.uk	66	+5	6,840	6,099	+12%	+15%
vitalitycbd.co.uk	67	-27	6,827	12,711	-46%	-43%
lifeextensioneurope.co.uk	68	-1	6,785	6,639	+2%	+5%
maurten.com	69	+6	6,609	5,603	+18%	+21%
indigo-herbs.co.uk	70	-2	6,487	6,560	-1%	+2%
british-vitamins.co.uk	71	+19	6,276	3,768	+67%	+69%
supplementneeds.co.uk	72	+12	6,273	4,430	+42%	+44%
veloforte.com	73	-8	5,998	7,021	-15%	-12%
formnutrition.com	74	+4	5,688	5,285	+8%	+10%
goodrays.com	75	-11	5,647	7,075	-20%	-17%
simply-cbd.co.uk	76	-18	5,522	8,010	-31%	-28%
per4mbetter.com	77	+4	5,399	4,955	+9%	+12%
nutritionx.co.uk	78	-5	5,388	5,864	-8%	-5%
lovehemp.com	79	+3	5,297	4,863	+9%	+12%
proteinworld.com	80	-4	5,067	5,473	-7%	-5%
uk.naturecan.com	81	+10	4,889	3,762	+30%	+33%

Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score December 2024	Traffic score June 2024	YoY Change	Compared to Market
naturalcollection.com	82	-8	4,733	5,847	-19%	-16%
hempwell.co.uk	83	+6	4,690	3,852	+22%	+25%
metabolics.com	84	+9	4,382	3,738	+17%	+20%
powerbody.co.uk	85	-	4,286	4,378	-2%	+1%
futureyouhealth.com	86	-6	3,947	5,266	-25%	-22%
healthspanelite.co.uk	87	-18	3,929	6,148	-36%	-33%
gardenoflife.co.uk	88	-54	3,834	18,288	-79%	-76%
barebells.co.uk	89	-1	3,629	4,055	-11%	-8%
activeiron.com	90	-11	3,368	5,277	-36%	-33%
prozis.com	91	+6	3,354	3,395	-1%	+2%
swolverine.com	92	+11	3,325	3,184	+4%	+7%
greensorganic.co.uk	93	+32	3,307	1,964	+68%	+71%
nocco.co.uk	94	+11	3,283	2,724	+21%	+23%
reflexnutrition.com	95	-12	3,234	4,472	-28%	-25%
pulsin.co.uk	96	+3	3,178	3,279	-3%	-
theshroomshop.co.uk	97	-5	3,070	3,755	-18%	-15%
londonsupplements.co.uk	98	-4	3,006	3,504	-14%	-11%
elitesuppsuk.co.uk	99	+12	2,966	2,455	+21%	+24%
gymstop.co.uk	100	-13	2,880	4,120	-30%	-27%

**Industry
Variance**
-3%



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 3% decrease in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



ds Awards Awards Awards Awards Award

Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



15+ Years Experience

8.5m Organic Transactions

58m Organic Sessions

[Find Out More](#)

Experience



**The results we've achieved from
Salience's content marketing efforts
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,
Hard to Find Whisky



Case Study



A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

Similar Challenges?

Talk to an expert.





Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.

— Caren Downie, Fashion Director

LEMONADE DOLLS

[View Case Studies](#)

Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

Trends

Emerging Trends

Emerging Products

Keyword	Search Volume	Interest Trend
creatine	110000	14%
creatine monohydrate	33100	7%
mass gainer	9900	14%
creatine powder	5400	50%
protein powder pea protein	5400	7%
vanilla protien powder	4400	22%
beef whey protein isolate	2900	7%
creatine supplements	2400	51%
nutrition bars	2400	23%
best protien shake	2400	14%
creatine for women	1600	128%
organic protein powder	1600	31%
protien powder for women	1600	31%
pre workout shot	1600	24%
micronized creatine	1600	27%
creatine hydrochloride	1300	73%
bulk creatine	1000	46%
organic whey protein	880	67%
natural protien powder	880	40%
cleanest protien powder	590	69%
chain amino acids	480	198%
raw protein bars	480	96%
micronized creatine monohydrate	480	83%
pure creatine	390	74%
healthy protien powder	390	60%
plant collagen	320	163%
bulk creatine monohydrate	320	74%
applied nutrition pre workout	320	85%

Emerging Brands

Emerging Brands

Keyword	Search Volume	Interest Trend
holland and barrett	1000000	14%
iherb	33100	22%
vitabiotics	27100	15%
british supplements	27100	7%
applied nutrition	12100	147%
my vitamins	12100	31%
cytoplan	12100	15%
optibac probiotics	8100	7%
nutriadvance	6600	7%
zipvit	6600	8%
healf	5400	287%
biomel	5400	236%
biocare	4400	7%
ultimate performance	3600	41%
pure sport	2900	13%
big green smile	2900	6%
xmiles	1900	16%
protein package	880	30%
drink ag1	720	256%
maxinutrition	480	22%

Receding Trends


Receding Products

Keyword	Search Volume	Interest Trend
protien powder	90500	-7%
pre workout	40500	-23%
protein and whey	40500	-18%
whey protien	40500	-18%
protein bars	33100	-7%
protein and whey powder	18100	-1%
protein supplements for vegetarians	14800	-6%
vegan diet protein powder	14800	-6%
vegan protein powder	14800	-6%
testosterone hormone supplements	9900	-19%
testosterone supplements	9900	-19%
weight gainer	9900	-9%
vegan protein	9900	-6%
weight gainer shakes	5400	-42%
whey protien isolate	5400	-13%
protien powder for weight loss	5400	-7%
pre workout powder	4400	-13%
creatine tablets	4400	-7%
cheap protien powder	2900	-39%
pre workout drink	2900	-34%
vegan protein bars	2900	-21%
bcaa powder	2400	-30%
cheap protein bars	2400	-20%
inexpensive protein bars	2400	-20%
cracked pre workout	1600	-24%
weight gain powder	1000	-45%
non stimulant pre workout	1000	-26%
pre workout without stimulants	1000	-26%

Receding Brands

Receding Brands

Keyword	Search Volume	Interest Trend
my protein	246000	-58%
huel	165000	-7%
muscle food	74000	-45%
bulk	60500	-13%
health span	49500	-13%
dolphin fitness	33100	-7%
grenade	27100	-24%
natures best	27100	-7%
body building warehouse	14800	-52%
the protein works	14800	-33%
simply supplements	12100	-18%
discount supplements	8100	-23%
predator nutrition	8100	-12%
science in sport	6600	-18%
highfive	6600	-12%
revital	5400	-10%
shake that weight	4400	-19%
usn	3600	-17%
protein pick and mix	2400	-16%
ghost lifestyle	1300	-27%
drink trip	390	-4%
phd com	70	-33%
shop bodybuilding	50	-8%

 **Holland and Barrett is dominating the brand search game.**

This is far more than technical SEO fundamentals, achieving this requires a full frontal assault on search.



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[Book a Chat](#)

Ooo Nice Clients...

Dreams

carpetright.

Lindt

HARVEY MARIA®
FABULOUS FLOORS

sunny

early
learning
centre
ELC

PÂTISSERIE
VALERIE

FLOORING KING

The Entertainer
TheToyShop.com

PAPIER

BRITA®

JUSTMYLOOK

Totally Wicked®

LiveScoreBet™

healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the
migration to GA4?**

Speak with an expert.

Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

Question?



// **Salience.**