

## Runners Need study reveals Wales has high demand for Nutritionists

Sports retailers [Runners Need](#) latest study analyses 43 environment-related job roles across multiple industries

According to a recent report by PWC, the sports industry is bouncing back post the pandemic, with a predicted 6.5% global growth in the next 3-5 years.

With the aim of advising those considering a job in this field, [Runners Need](#) have conducted a study analysing the topmost advertised sports industry careers. Following on from this Runners Need have created a tool, which enables those contemplating a career in the field to see a complete ranking of prospective job roles based on their preferred combination of relevant factors.

### Market growth rate of sports jobs in Cardiff and Swansea

City	Job title	Market growth rate
Cardiff	Athlete	100%
Cardiff	Sports Administrator	100%
Cardiff	Fitness Manager	0%
Cardiff	Sports Coach	-56%
Cardiff	Sport coach	-72%
Swansea	Nutritionist	194%
Swansea	Athlete	100%
Swansea	Sports journalist	-57%

Considering the complete combination of factors including market growth rate, number of vacancies and average salary the **job role of personal trainer has been revealed as the overall 'most promising' in the sports industry.**

Alongside the ranking of jobs roles, based on factors such as salary and entry requirements, the study has also revealed that the **job role seeing the highest increase in demand was nutritionist**, with searches for the job increasing by 194% between 2023 and 2022.

## Top Job Roles (by factor)

In terms of salary, those entering the sports and careers industry **can expect to earn on average £31,966 - in line with the national average salary of £31,772**. The best job role in terms of salary prospects, is the role of **sports medicine physician** with jobs advertised in the position advertising an average salary of £98,000 a year.

The careers that have seen the **largest one year increase in job openings** is the role of nutritionists, spiking by 194%. The next careers with the joint largest increase are Performance Sports Scientist, Professional Athlete, Sports Administrator which all saw a 100% rise.

The sports jobs with **the most current job vacancies** are in the coaching industry with Sports Coach, Football Coach, Sports Therapist and Cycling Coach.

## ENDS

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- Please credit this link when using data or above infographic.

<https://www.runnersneed.com/expert-advice/sports-careers-index.html>

### Methodology:

Our approach to data collection and analysis for the “Sports and Careers Index” campaign began with a list of cities, job titles

To determine a list of job titles, we compiled a list of the 45 most posted job titles on reputable job boards to determine a list of Job Titles in the Sports Industry.

For each title, we determined the below data points:

1. Average Salary (by city)

We used reputable job boards

2. Number of Job Vacancies (by city)

We used a single data source (DWP)

3. Market Growth Rate

We used Google Trends to determine whether searches for the specific job titles + “job” had grown or declined YoY

4. To determine the likely benefit of AI/ risk of automation we used [this source](#)

*Analysis:*

To establish the relative significance of the number of available Job Vacancies, we determined the total number of jobs currently available in the dataset.

By comparing the number of job vacancies with the total number of job vacancies in our dataset, we calculated what percentage of jobs are available at a Job Title and Job Title + City level. This calculation provided a relative measure of the split of jobs available by City and by Job Title.