

PROTEIN



Sixty-six percent of Americans tried to consume more protein or as much protein as possible in 2016. That's up from 54% in 2015 and 50% in 2014, according to the International Food Information Council (IFIC)¹. SPINS data also shows that protein-packed items are selling fast at retail outlets, but what exactly do shoppers look for on the shelves? Read on to learn about protein trends, starting in supplements and stretching into surprising new categories.

SPINS tracks protein supplements in three primary subcategories: LIQUID PROTEIN & MEAL REPLACEMENTS, POWDER PROTEIN & MEAL REPLACEMENTS, and PERFORMANCE BARS. Sales for all three subcategories are growing cross-channel.

KEY PROTEIN SEGMENTS

Key Subcategories Across Channels: Annual Sales & YOY Growth



LIQUID PROTEIN & MEAL REPLACEMENTS

\$2.5B

+6.1%



POWDER PROTEIN & MEAL REPLACEMENTS

\$851.9M

+2.8%



PERFORMANCE BARS²

\$311.6M

+2.7%

HOT PROTEIN SOURCES IN NATURAL PRODUCTS

Annual Sales & YOY Growth

Layering our proprietary **Functional Ingredient** and **Positioning Group** attributes over the protein supplement segment, SPINS data reveals which protein sources are fueling growth in the natural protein product space.



PROTEIN PLANT – MULTI

\$157M

+23.1%



PROTEIN ANIMAL – GENERAL

\$55M

+45.8%



PROTEIN PLANT – PEA

\$15M

+167.1%

¹"Functional Foods, Sustainability, Protein, CRISPR and What's Healthy." *FoodInsight.org*. IFIC, 5 Jan. 2017. Web. 24 Apr. 2017.

²Sales reflect only bars with Protein Content as **Functional Ingredient**

SPINSScan Natural and Specialty Gourmet (proprietary), SPINSScan Conventional Multi Outlet (powered by IRI), 52 weeks ending 2017-July-16.

WHAT'S BEHIND THE PROTEIN PROLIFERATION?

There are a few drivers of this growth, including broad demand for health & wellness products as a lifestyle and the sportification of non-athletes. Protein-heavy diets used to be a primary focus of only body builders and competitive athletes, but the preferences and priorities of both the sports consumer and the health & wellness consumer have begun to show significant overlap, spurring this trend into the mainstream.



VARIETY AND VERSATILITY

Sports companies are innovating with new and creative ways to bring protein to its hungry and expanding audience. Even foods that were once considered junk food can now be made to appeal to the health-conscious consumer thanks to the health halo surrounding protein. (Many consumers view calories from protein as the least likely to cause weight gain.¹)

Optimum Nutrition's Birthday Cake flavored Cake Bites offer grab-and-go convenience and a sweet treat with 20 grams of protein and 4 or 5 grams of sugar per serving.



Quest Nutrition recently came to market with Protein Chips; these BBQ potato chips are packed with 21 grams of protein per serving and provide a salty alternative to sweeter protein options, such as many of the bars and powders on the market.

ProYo's Low Fat Ice Cream contains 10 grams of protein per serving and 9 grams of sugar (which is blended with natural alternative sweetener xylitol – providing a lower sugar content than many traditional ice creams), and its flavor lineup includes Blueberry Pomegranate, Coconut, Dark Chocolate Toffee, Dutch Chocolate, Mint Chip, Mocha, Peanut Butter Chocolate, and Vanilla Bean.



Crik Nutrition's new Chocolate Crik Protein Powder is made from crickets grown in Canada and features 20 grams of protein per serving. This powder is a sustainable protein source that is naturally high in vitamins and minerals.

SPINS WILD CARD



Is traceability the new transparency? Consumers of protein products want cleaner labels and more transparency. Some of today's brands are taking this a step further by allowing consumers to trace their products' ingredients by specific batches. **NutraBio's** new **Check My Supps** website uses third-party testing to give greater visibility into each item's ingredient levels. This way NutraBio can provide full confidence to customers that it is not under-dosing, amino-spiking, or adding unlisted ingredients.

