



Nutrition

Sports, Performance & General Wellness



From health care to self care



Smarter spending



The need for new



Breaking barriers

From health care to self care



Trend Overview

Consumers are taking an increasingly holistic approach to their health and nutrition. Conventional protein products remain core for this category, but consumers now expect nutrition brands to offer a full portfolio of more lifestyle/wellness oriented products, covering need states from gut health to nootropics and everything in between!

Brands are expected to be a one-stop shop for the category!

What we expect to see in 2025-2026

- Continued growth of clear proteins
- Functional Ingredients with scientific claims
- Collagen
- Greens Products



Flavour inspiration: Light & fruity flavours

Watchlist

Dragon fruit
Guava
Melon

Growing

Sour Cherry
Yuzu
Peach
Mint

Mature

Orange
Strawberry
Lemon & Lime

Smarter spending

Trend Overview

Continued cost-of-living pressures are forcing consumers to make sacrifices on their everyday essentials and treat items.

Non-medical nutrition products have the potential to be dropped as a luxury, particularly amongst more casual users, so need to ensure they can demonstrate value to consumers!

What we expect to see in 2025-2026

- Broad selection of protein sources to address protein price volatility
- Consumers selecting protein sources based on value
- Consumers looking for products which deliver multiple functions



Flavour inspiration: Indulgence

Watchlist

Belgian Chocolate
White Chocolate

Growing

Cookies & Cream
Coffee+
Salted Caramel
Peanut Butter

Mature

Chocolate
Strawberry
Vanilla

The need for new



Trend Overview

Flavour innovation is always in vogue, in fact 69% of European consumers say they are interested in new and novel flavours. Nowhere is this trend more prevalent than in the nutrition space. According to a report from Nutrition Integrated in November 2022, across the 599 brands tracked, there were a total of 11,895 SKUs in Europe, or an average of 19.85 per brand!

Flavour and format innovation is a great way to keep consumers engaged and tied to a brands offering!

What we expect to see in 2025-2026

- Growth of named, novel tropical flavours
- Novel flavours paired with core flavours
- More non-nutrition brands entering the category (via co-brands or on their own)



Flavour inspiration: Tropical

Watchlist

Dragon fruit
Guava
Pomegranate

Growing

Peach
Passion fruit
Lychee

Mature

Mango
Coconut
Pineapple
Banana

Breaking barriers

Trend Overview

The lines between sports nutrition and general wellness are more blurred than ever as consumers look for a wider range of products tailored to their personalised needs.

Personalisation and women's health in particular are major trends expected to drive the category over the coming years.

What we expect to see in 2025-2026

- Blurring of lines between sports nutrition & general wellness
- More novel formats for nutrition in both ready to eat & ready to drink
- More focus on personalised nutrition, particularly products aimed at female athletes



Flavour inspiration: Health halo

Watchlist

Acai
Pomegranate

Growing

Ginger
Mint
Blackcurrant

Mature

Blueberry
Yoghurt
Apple

Feeling inspired?

At Synergy, we're passionate about turning insights into innovation. Using a blend of art, science and insight Synergy can help their customers to navigate the changing demands of the marketplace with products that stand out from the crowd.

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