

Find Your Flow



Protein

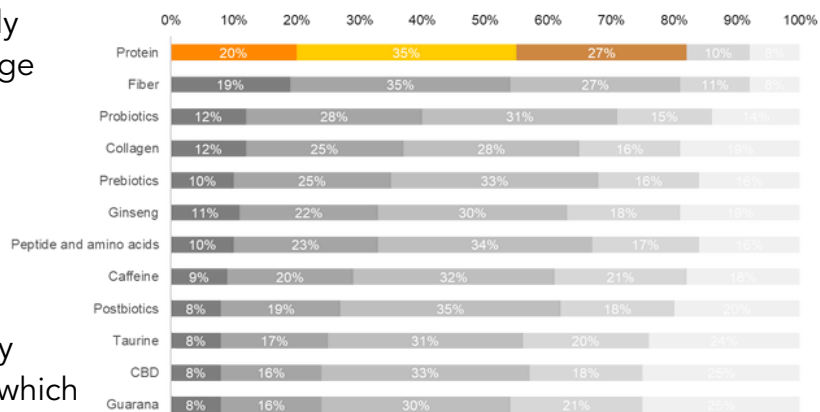
Protein is becoming a major focus for consumers worldwide, with over one million online searches each month (including 40,000 in the UK alone). This surge reflects a growing awareness of protein's health benefits and its increasing role in everyday diets, particularly as more people look to enhance their fitness and wellness routines.

Growth and Where to Watch

The protein market is growing rapidly, especially among the 25-34 age group (42%) and 35-44 age group (40%), who are the most engaged users. Clear protein products are a key driver of this growth, with Amazon sales of clear protein powders rising by 216% from 2022 to 2023.

Flavours Growing

Traditional protein offerings lean toward creamy flavours like chocolate, strawberry, and vanilla, which account for 55% of new launches. However, clear proteins are opening the door to fruitier, more refreshing flavour profiles, reflecting evolving consumer tastes.



82% of consumers say they are either extremely, very or moderately interested in food & beverage products containing protein