

Find Your Flow



Protein

With over one million online searches every month, including 40,000 in the UK alone, protein has become a key focus for consumers worldwide. This surge highlights a rising awareness of its health benefits and its growing role in daily diets, especially as more individuals seek to boost their fitness and wellness routines.

Growth and Where to Watch

The protein category has expanded beyond gym-goers to everyday consumers seeking snacks that support overall wellness. As the market matures, there's increasing demand for variety and flavour innovation within high-protein products and yoghurts are no exception.

Flavour Focus

High-protein dairy launches are offering ample flavour variety, with indulgent flavours like salted caramel performing well. Raspberry, mango, cherry and tropical blends (like mango & passionfruit) are gaining strong consumer interest, however NPD remains limited. Primary focus for launches remains on the classic profiles like strawberry and vanilla.

When buying yogurt, are you willing to pay extra for any of the following?

FMCG Gurus, Nov 2023

