

Sports Nutrition Book

Global Market for Sports Nutrition and Dairy/Plant Proteins
2019-2023

Published September 2019



3A Business Consulting

- Introduction and Methodology
- Sports Nutrition Market and Dairy/Plant Proteins used
 - Global Sports Nutrition Market Data and Trends
 - Key Players and Distribution Channels
 - Dairy/Plant Proteins Applications and Product Launches
 - Dairy/Plant Proteins Volume Usage and Major Users
- Report Summary

Market Research Approach

- Sports Nutrition Markets and Dairy/Plant Proteins used

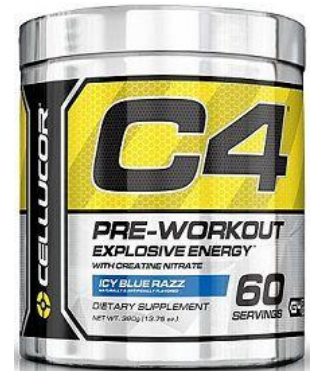




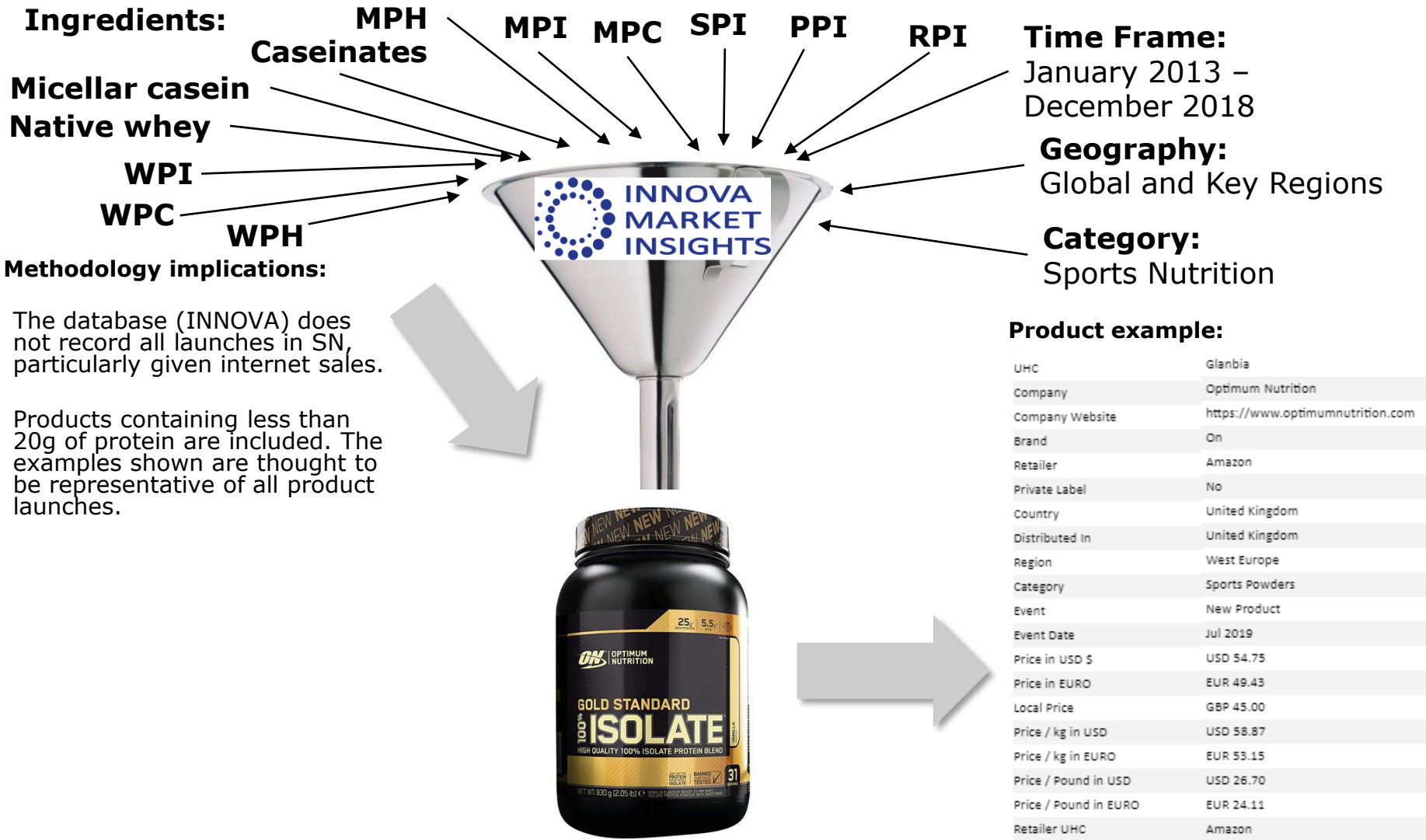
Methodology

- definition of *Sports Nutrition*

- Sports Nutrition products are positioned in the marketplace as improving physical endurance, increasing muscle growth/development/mass, or speeding recovery after exercise
- The products are sold in **powder, bar, ready-to-drink, gel or tablet formats**
- Both protein and non-protein based products are included
 - However, sugar based drinks often positioned as sports nutrition (e.g. Gatorade), energy drinks (e.g. Red Bull), and energy bars (e.g. PowerBar) are not included
 - Non-protein products do not have protein as their core ingredient. Common positioning's include boosting energy, delaying the onset of fatigue, increasing strength and promoting muscle recovery. Common ingredients include amino acids, carbohydrates, creatine, beta alanine and caffeine
- The Sports Nutrition category definition **includes bars, powder and RTD's with more than 20 grams of protein** in absolute volume, irrespective of packaging size



Methodology for Dairy/Plant Protein Analysis in Sports Nutrition



Sports Nutrition market by type

- all types have seen strong growth 2013-2018



Sports nutrition
USD 15.7 Bn
xx% CAGR



Protein products
USD xx.x Bn
xx% CAGR



Non-protein products
USD xx.x Bn
xx% CAGR

Sports protein bars
USD xx.x Bn; xx% CAGR

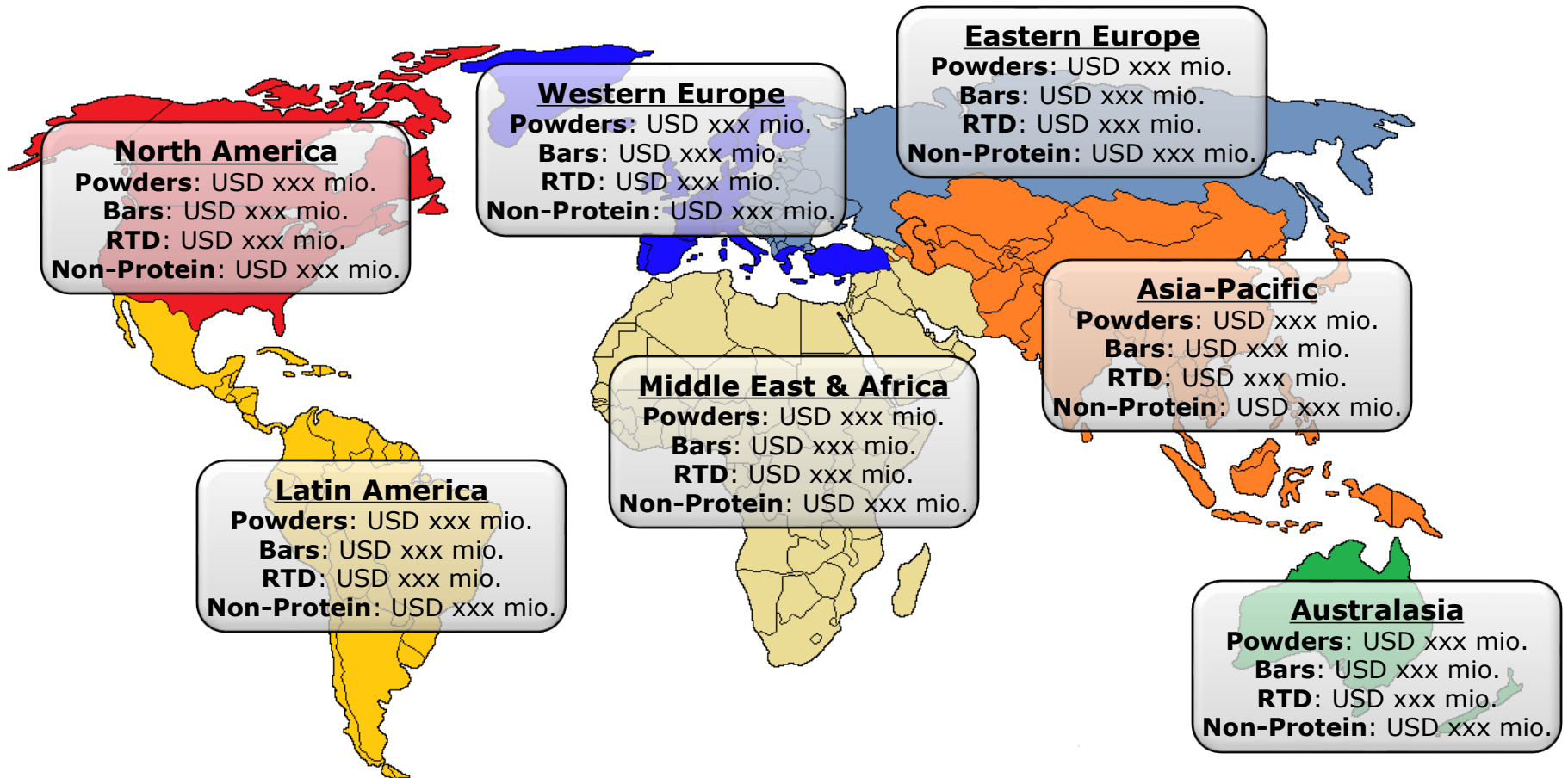
Sports protein powder
USD xx.x Bn; xx% CAGR

Sports protein RTD
USD xx.x Bn; xx% CAGR

Global Sports Nutrition Market in 2018

- powders are the major product type in all regions

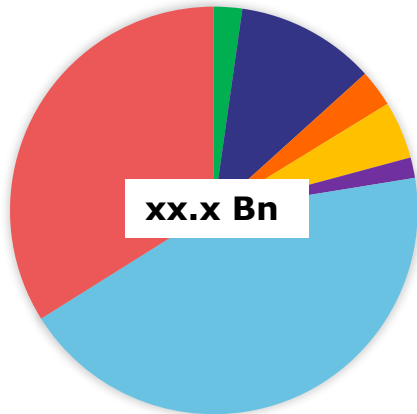
Retail values RSP per product category 2018





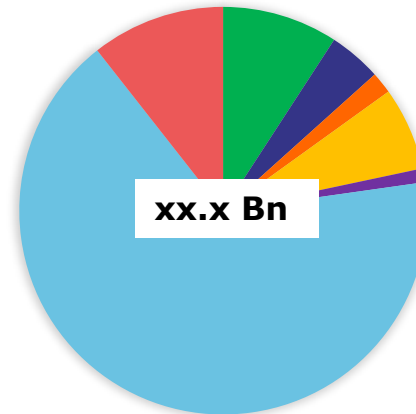
Global SN markets in 2018 - volume shares per product group and region

PROTEIN BARS



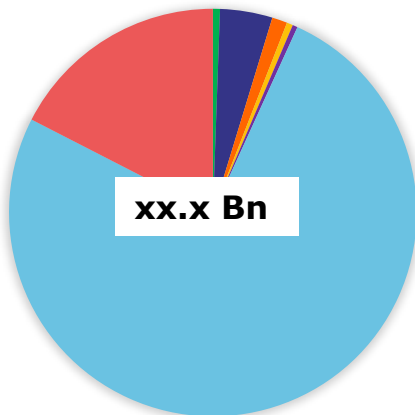
- Asia; xx%
- Australasia; xx%
- Eastern Europe; xx%
- Latin America; xx%
- MEA; xx%
- North America; xx%
- Western Europe; xx%

PROTEIN POWDER



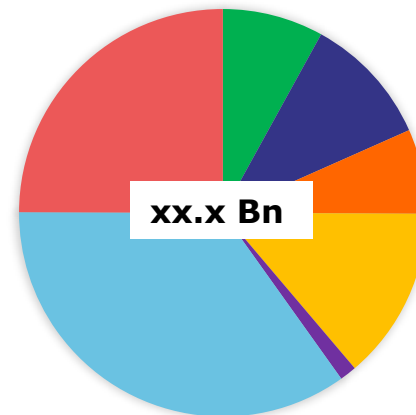
- Asia; xx%
- Australasia; xx%
- Eastern Europe; xx%
- Latin America; xx%
- MEA; xx%
- North America; xx%
- Western Europe; xx%

PROTEIN RTD



- Asia; xx%
- Australasia; xx%
- Eastern Europe; xx%
- Latin America; xx%
- MEA; xx%
- North America; xx%
- Western Europe; xx%

NON-PROTEIN



- Asia; xx%
- Australasia; xx%
- Eastern Europe; xx%
- Latin America; xx%
- MEA; xx%
- North America; xx%
- Western Europe; xx%

Source: 3A Business Consulting based on Euromonitor

Global Sports Nutrition Market Data and Trends

- worldwide SN Market will keep growing

Sports Nutrition volumes per category, 2013-2023

| Market size (USD mn) Volume estimates ('000 MT) | 2013 | 2018 | CAGR 13-18 | CAGR 18-23 | 2023F |
|--|---------|----------|---------------|---------------|----------|
| TOTAL VALUE | 8,923.9 | 15,701.4 | 12% | 11% | 25,979.3 |
| TOTAL VOLUME | xxx | xxx | | | xxx |
| Protein powder | xxx | xxx | | | xxx |
| Protein bars | xxx | xxx | | | xxx |
| Protein RTD | xxx | xxx | | | xxx |
| Other SN | xxx | xxx | | | xxx |

- The global sports nutrition market is estimated to grow **11% annually** towards 2023
- **Protein powder** and **protein bars** are the two biggest and fastest growing product categories



Global Sports Nutrition Market Data and Trends

- global sports nutrition trends

Continuous market growth

The sports nutrition industry will continue growing towards 2023. **The industry is expected to reach USD 26 Bn and grow by 11% annually. The value growth is approx. 10 Bn of which approx. 5 Bn is generated from the US market**

Geographic expansion

The main driver for growth is the **emerging economies** in Asia. Despite the expected CAGR of 16%, consumers from e.g. **China** are only expected to spend USD 0.7 compared to USD 41.7 in the US. With rising **disposable income** in Asia, the region is expected to grow substantially in the future

Top-down pressure from governments

In the emerging economies, there have been top-down pressure from governments promoting initiatives to **improve health** and **reduce obesity levels**. This has helped spur interest in markets such as China, India and Vietnam

Expanding consumer base

Larger players in the industry expand product portfolios through acquisitions or product R&D enabling them to maintain a strong market position and capture the expanding healthy living consumer base

Ingredient Volume Usage and Major Users

- calculating global ingredients volume usage in 2018

- Applying the calculation method explained in the methodology, the estimated volumes of SN consumer products are used to calculate the volume of high-concentration protein ingredients used in SN
- This results in 2018 volume estimates below:

| 2018 Volume estimates (`000 MT) | Consumer products | Protein ingredients | | | |
|------------------------------------|-------------------|---------------------|------------|------------|-------------------|
| | | WP | MP | Other | TOTAL ingredients |
| TOTAL | xxx | xxx | xxx | xxx | xxx |
| Protein powder | xxx | xxx | xxx | xxx | xxx |
| Protein bars | xxx | xxx | xxx | xxx | xxx |
| Protein RTD | xxx | xxx | xxx | xxx | xxx |
| Other SN | xxx | xxx | xxx | xxx | xxx |

Note 1: WP includes whey protein concentrate and whey protein isolate

Note 2: MP includes milk protein concentrate and milk protein isolate

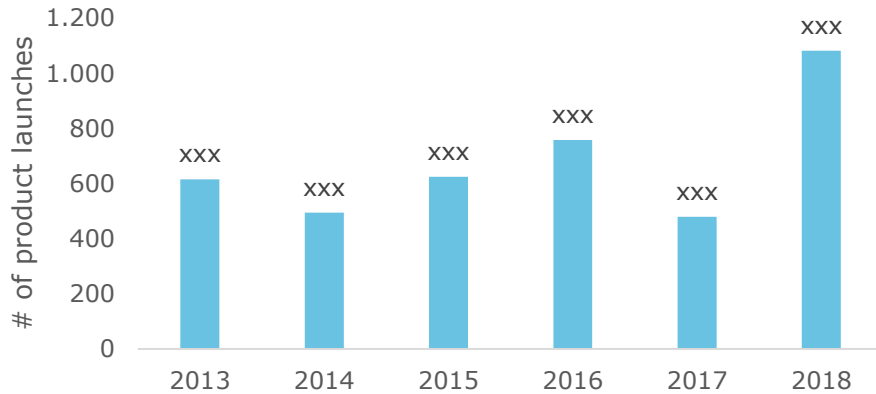
Note 1: From the category "Other", it is estimated that xx,xxx-xx,xxx MT is soy protein isolate, xx,xxx-xx,xxx MT is pea protein isolate and xx,xxx-xx,xxx MT is rice protein isolate



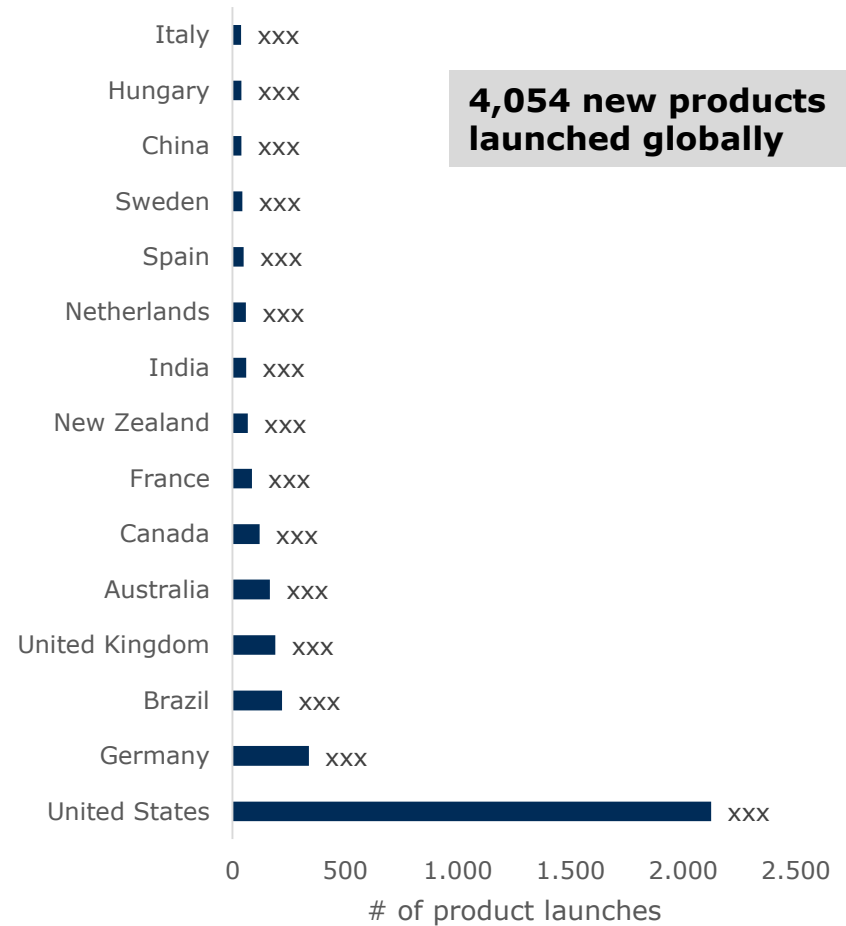
Whey Protein Isolate

- product launches in sports nutrition 2013-2018

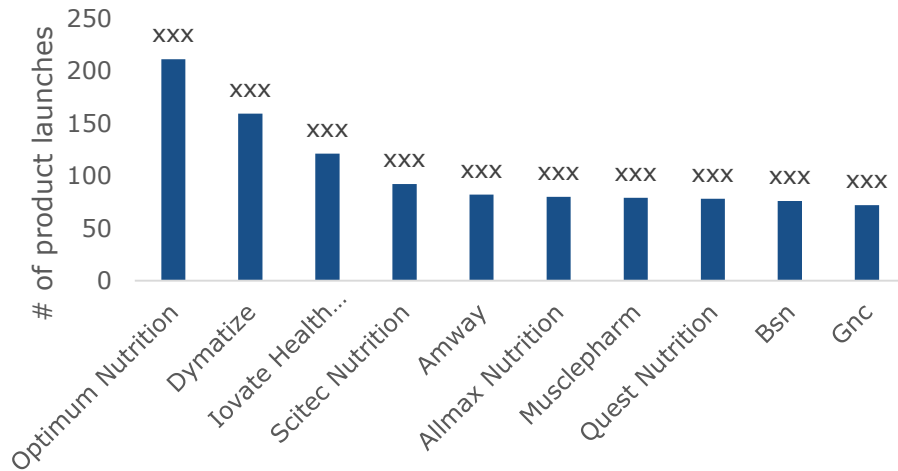
Product Launches by Year



Product Launches by Top 15 Countries



Product Launches by Top 10 Companies



Source: 3A Business Consulting based on Innova Market Insights

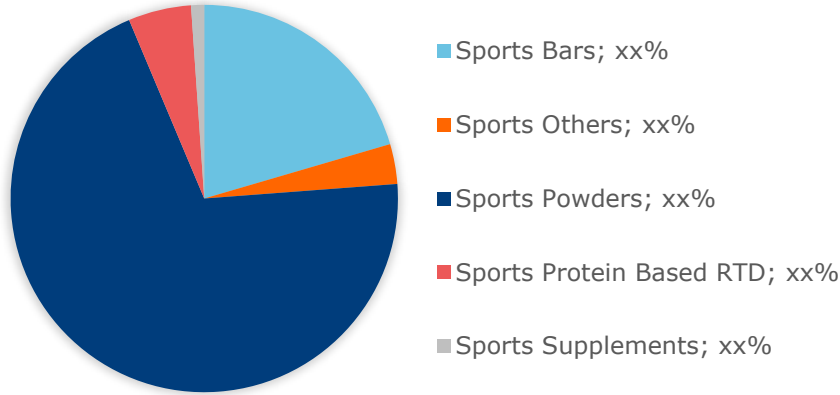




Whey Protein Isolate

- Product launches by category and examples


Product Launches by subcategory









Company Nutrifixion
Brand Nutrifixion
Date Sep 2017
Ingredients:
Whey protein isolate (contains milk and soy) 88.42%, L-arginine (7%), cocoa powder, flavoring, sweetener: sucralose, ascorbic acid, DI-alpha-tocopheryl acetate, nicotinamide, etc.





Company Amsport
Brand Amsport
Date Dec 2018
Ingredients:
 Water, **whey protein isolate (water-based) (6.9%)**, natural flavor, acidifier: E338, sweeteners: acesulfame-k and sucralose, coloring: safflower concentrate





Company Biotechusa
Brand Biotechusa
Date Jul 2018
Ingredients:
 Protein blend (**whey protein isolate**, powder protein, hydrolyzed protein, calcium caseinate, soy protein isolate), humectants [glycerin (contains soy), maltitol] etc.

Note: The remaining xx % of NPL by subcategory is Sports Drinks RTD
 Source: 3A Business Consulting based on Innova Market Insights

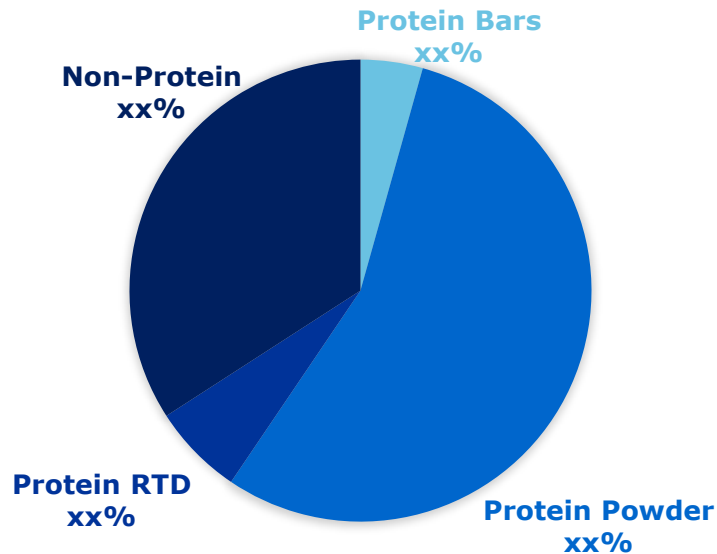


France – Sports nutrition market 2013-2023

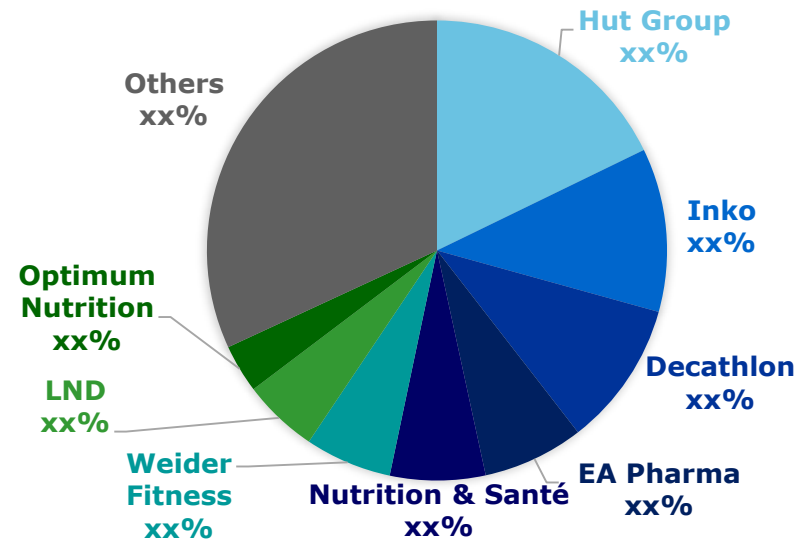
| Market development | | | |
|--------------------|------|------|----------|
| Year | 2013 | 2018 | 2023 (F) |
| Value (USD mio) | xxx | xxx | xxx |
| Per capita (USD) | x.x | x.x | x.x |

| Market growth CAGR (%) | | |
|------------------------|-----------|---------------|
| Year | 2013-2018 | 2018-2023 (F) |
| Value % | x.x | x.x |
| Per capita % | x.x | x.x |

Distribution of value, 2018



Company market shares, 2018



Source: 3A Business Consulting based on Euromonitor

Global Sports Nutrition Report - Project Management and Costs

Team

3A Business Consulting

- Managing Partner – Tage Affertsholt
- Junior Consultant – Andreas Watson

Time

Report available in PDF format – in total more than 100 slides – from September 2019

Cost

EUR 3,800