Report Outline

- 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

- **Product Scope**
  - Protein powder
  - Ready-To-Drink RTD
  - Protein/Energy bars
  - Other products – gels, tablets, etc.

- **Market Scope**
  - Global
    - Western Europe
    - Eastern Europe
    - North America
    - Latin America
    - Australasia
    - Asia Pacific
    - Middle East
  - Value per market
  - Volume per market
  - CAGR 2021-2025
  - Per capita spending

- **Key Players**
  - Top 20 global sports nutrition companies
  - Top 20 global brands per market
  - Distribution channels

- **Global Market Trends**
  - Consumer segments
  - Product trends
  - Consumer trends
  - Covid-19 trends

- **Dairy/Plant Proteins in SN**
  - Application/volume usage of dairy/plant proteins
    - WPC
    - WPI
    - WPH
    - Native Whey
    - MPC
    - MPI
    - MPH
    - Caseinate
    - Micellar Casein
    - SPI
    - PPI
    - RPI
Methodology for market segmentation (1) - 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
- The sports nutrition market is segmented into the following four categories, which includes both protein and non-protein-based products
  - The **Protein Powder** category includes products marketed as sports nutrition or bodybuilding supplements but does not include products branded as meal replacements
  - The **Protein RTD** category includes beverages or shakes consumed to aid in sports activities. However, sugar-based drinks often positioned as sports nutrition (e.g. Gatorade), energy drinks (e.g. Red Bull) or weight loss shakes are excluded
  - The category **Protein/Energy bars** includes both protein bars and energy bars (e.g. PowerBar)
  - **Non-protein** products do not have protein as their core ingredient. Common positionings 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
- Products segmented as protein- powders or RTDs only include products containing at least 20 grams of protein per serving
The increasing issue regarding category blurring between protein bars and energy bars has resulted in the two categories being merged into a combined category referred to as ‘Protein/Energy Bars’

- **Protein Bars** are categorized as bars containing more than 20 grams of protein per serving, specifically positioned around sports, fitness or workout
- **Energy Bars** are categorized as bars containing up to 20 grams of protein per serving (mainly 4-15 grams), specifically designed to provide quick boosts of energy

The new ‘Protein/Energy Bars’ classification is the result of blurred lines within the protein bars category, with changes in consumer eating habits and innovative brand positionings causing the category blurring.

Note: The listed products above are meant to illustrate the issue surrounding category blurring and is not an exhaustive list of products.
Methodology for Dairy/Plant Protein Analysis

Methodology implications:

The database (INNOVA) does not record all launches in SN, particularly given internet sales.

Products containing less than 20g of protein are included. The examples shown are thought to be representative of all product launches.

Ingredients:
- Micellar casein
- Native whey
- WPI
- WPC
- WPH
- MPH
- MPI
- MPC
- SPI
- PPI
- RPI

Time Frame:
January 2015 – December 2020

Geography:
Global and Key Regions

Category:
Sports Nutrition

Product example:
- Company: Walter And Wild
- Company Website: www.nutrishopusa.com
- Brand: Vitasport
- Retailer: Nutrishop
- Private Label: No
- Country: United States
- Distributed in: United States
- Region: North America
- Category: Sports Powders
- Event: New Product
- Event Date: Dec 2020
- Price in USD 5: USD 49.95
- Price in EUR: EUR 41.70
- Local Price: USD 49.95
- Price / kg in USD: USD 35.68
- Price / kg in EUR: EUR 29.78
- Price / Pound in USD: USD 16.18
- Price / Pound in EUR: EUR 13.51
Sports nutrition market by type - all types have seen strong growth 2015-2020

Sports nutrition
USD 21.9 Bn
xx% CAGR

Protein products
USD xx.x Bn
xx% CAGR

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

Protein/Energy bars
USD xx.x Bn; xx% CAGR

Protein bars
USD xx.x Bn

Energy bars
USD xx.x Bn

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

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

Source: 3A Business Consulting based on Euromonitor
Global Sports Nutrition Market in 2020 - powders are the major product type in all regions

Retail values RSP per product category 2020

North America
Powders: USD xxx mio.
Bars: USD xxx mio.
RTD: USD xxx mio.
Non-Protein: USD xxx mio.

Latin America
Powders: USD xxx mio.
Bars: USD xxx mio.
RTD: USD xxx mio.
Non-Protein: USD xxx mio.

Western Europe
Powders: USD xxx mio.
Bars: USD xxx mio.
RTD: USD xxx mio.
Non-Protein: USD xxx mio.

Middle East & Africa
Powders: USD xxx mio.
Bars: USD xxx mio.
RTD: USD xxx mio.
Non-Protein: USD xxx mio.

Eastern Europe
Powders: USD xxx mio.
Bars: USD xxx mio.
RTD: USD xxx mio.
Non-Protein: USD xxx mio.

Asia-Pacific
Powders: USD xxx mio.
Bars: USD xxx mio.
RTD: USD xxx mio.
Non-Protein: USD xxx mio.

Australasia
Powders: USD xxx mio.
Bars: USD xxx mio.
RTD: USD xxx mio.
Non-Protein: USD xxx mio.

Source: 3A Business Consulting based on Euromonitor
Global Sports Nutrition Market in 2020 - value shares per product group and region

**PROTEIN/ENERGY 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, 2015-2025

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume estimates (’000 MT)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL VALUE</strong></td>
<td>14,473</td>
<td>21,859</td>
<td>8.6%</td>
<td>7.4%</td>
<td>31,218</td>
</tr>
<tr>
<td><strong>TOTAL VOLUME</strong></td>
<td>xxx</td>
<td>xxx</td>
<td></td>
<td></td>
<td>xxx</td>
</tr>
<tr>
<td>Protein powder</td>
<td>xxx</td>
<td>xxx</td>
<td></td>
<td></td>
<td>xxx</td>
</tr>
<tr>
<td>Energy bars</td>
<td>xxx</td>
<td>xxx</td>
<td></td>
<td></td>
<td>xxx</td>
</tr>
<tr>
<td>Protein bars</td>
<td>xxx</td>
<td>xxx</td>
<td></td>
<td></td>
<td>xxx</td>
</tr>
<tr>
<td>Protein RTD</td>
<td>xxx</td>
<td>xxx</td>
<td></td>
<td></td>
<td>xxx</td>
</tr>
<tr>
<td>Other SN</td>
<td>xxx</td>
<td>xxx</td>
<td></td>
<td></td>
<td>xxx</td>
</tr>
</tbody>
</table>

The global sports nutrition market is estimated to grow **7.4% annually** towards 2025

**Protein powder** and **protein RTD** are the two biggest and fastest growing product categories in volume terms

*Note: Due to high variations/volatility in ingredient prices it is difficult to estimate a reliable volume estimate for 2025*
The sports nutrition industry will **continue growing strongly towards 2025**. While growth is mainly driven by developed regions, **emerging economies** in Asia are a big potential growth market for sports nutrition. Despite a projected CAGR of 10%, **per capita spending** in e.g. China is only USD 0.6 compared to USD 39.9 in the US. With rising **disposable income** in Asia, the region is forecasted to grow significantly towards 2025.

**Health and fitness trends is the main growth driver fueling the sports nutrition industry.** As exercising is becoming a priority among consumers and the awareness of the benefits of sports nutrition products increase, demand for sports nutrition increase. In several **emerging economies**, there has also been top-down pressure from governments promoting such trends to improve health and reduce obesity levels.

The sports nutrition market is saturated with products consisting of simplistic flavours e.g., chocolate, cherry, or fruit. **Offering unique flavours** that deliver a delicious taste together with ingredients that effectively enhance athletes’ performance and recovery, can prove to be strong USP and enable brands to differentiate from the abundance of product offerings.

**Larger players in the industry expand product portfolios through acquisitions or product R&D.** This enables them to maintain a strong market position and capture the expanding consumer base of mainly casual- or lifestyle consumers.
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 2020 volume estimates below:

<table>
<thead>
<tr>
<th>2020 Volume estimates ('000 MT)</th>
<th>Consumer products</th>
<th>Protein ingredients</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>xxx</td>
<td>xxx</td>
</tr>
<tr>
<td>Protein powder</td>
<td>xxx</td>
<td>xxx</td>
</tr>
<tr>
<td>Energy bars</td>
<td>xxx</td>
<td>xxx</td>
</tr>
<tr>
<td>Protein bars</td>
<td>xxx</td>
<td>xxx</td>
</tr>
<tr>
<td>Protein RTD</td>
<td>xxx</td>
<td>xxx</td>
</tr>
<tr>
<td>Other SN</td>
<td>xxx</td>
<td>xxx</td>
</tr>
</tbody>
</table>

Note 1: WP includes whey protein concentrate and whey protein isolate
Note 2: MP includes milk protein concentrate and milk protein isolate
Note 3: 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, xx,xxx-xx,xxx MT is rice protein isolate, and xx,xxx-xx,xxx MT is egg proteins/dairy proteins<80%
**Whey Protein Isolate**
- product launches in sports nutrition 2015-2020

**Product Launches by Year**

<table>
<thead>
<tr>
<th>Year</th>
<th># of product launches</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>xxx</td>
</tr>
<tr>
<td>2016</td>
<td>xxx</td>
</tr>
<tr>
<td>2017</td>
<td>xxx</td>
</tr>
<tr>
<td>2018</td>
<td>xxx</td>
</tr>
<tr>
<td>2019</td>
<td>xxx</td>
</tr>
<tr>
<td>2020</td>
<td>xxx</td>
</tr>
</tbody>
</table>

**Product Launches by Top 15 Countries**

- Hungary
- Russia
- China
- Poland
- Italy
- Denmark
- Netherlands
- France
- Canada
- India
- Australia
- United Kingdom
- Brazil
- Germany
- United States

5,257 new products launched globally

**Product Launches by Top 10 Companies**

<table>
<thead>
<tr>
<th>Company</th>
<th># of product launches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prozis</td>
<td>xxx</td>
</tr>
<tr>
<td>Biotechusa</td>
<td>xxx</td>
</tr>
<tr>
<td>Optimum Nutrition</td>
<td>xxx</td>
</tr>
<tr>
<td>Scitec Nutrition</td>
<td>xxx</td>
</tr>
<tr>
<td>Iovate Health...</td>
<td>xxx</td>
</tr>
<tr>
<td>Premier Nutrition</td>
<td>xxx</td>
</tr>
<tr>
<td>Dymatize</td>
<td>xxx</td>
</tr>
<tr>
<td>Suple Laboratory</td>
<td>xxx</td>
</tr>
<tr>
<td>Amway</td>
<td>xxx</td>
</tr>
</tbody>
</table>

**Source:** 3A Business Consulting based on Innova Market Insights
**Whey Protein Isolate**
- product launches by category and examples

### Product Launches by subcategory

- Sports Powders; 71%
- Sports Bars; 20%
- Sports Protein Based Rtd; 4%
- Sports Others; 4%
- Sports Supplements; 0.5%

### Example Product Launches

<table>
<thead>
<tr>
<th>Company</th>
<th>Brand</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fokus Nutrition</td>
<td>Fokus Nutrition</td>
<td>Dec 2020</td>
</tr>
<tr>
<td>Ingredients:</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Whey protein isolate</strong>, whey protein concentrate, natural flavors, silica, sucralose, digizyme enzyme blend (amylase, protease, lactase, cellulase and lipase</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company</th>
<th>Brand</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glanbia</td>
<td>Optimum Nut.</td>
<td>Jul 2019</td>
</tr>
<tr>
<td>Ingredients:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk protein blend (milk protein isolate, <strong>whey protein isolate</strong>, calcium caseinate, hydrolyzed whey protein isolate, emulsifier: soy lecithin), protein dark chocolate coating (18%) etc.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The remaining 0.5% of NPL by subcategory is Sports Drinks RTD

**Source:** 3A Business Consulting based on Innova Market Insights
## Germany – Sports nutrition market 2015-2025

### Market development

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2020</th>
<th>2025 (F)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value (USD mio)</td>
<td>xxx</td>
<td>xxx</td>
<td>xxx</td>
</tr>
<tr>
<td>Per capita (USD)</td>
<td>xxx</td>
<td>xxx</td>
<td>xxx</td>
</tr>
</tbody>
</table>

### Market growth CAGR (%)

<table>
<thead>
<tr>
<th>Year</th>
<th>2015-2020</th>
<th>2020-2025 (F)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value %</td>
<td>xxx</td>
<td>xxx</td>
</tr>
<tr>
<td>Per capita %</td>
<td>xxx</td>
<td>xxx</td>
</tr>
</tbody>
</table>

### Distribution of value, 2020

- **Protein RTD** xx%
- **Protein Powder** xx%
- **Protein/Energy Bars** xx%
- **Non-Protein** xx%

### Company market shares, 2020

- Hut Group x%
- Tripoint x%
- Others x%
- Herbalife x%
- Well Plus x%
- Foodspring x%
- All Stars Fitness x%
- Active Nutrition x%
- Genuport x%
- INKO x%
- Weider x%

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 June 2021

Cost

EUR 3,800