Euromonitor International

Protein-Meeting Lifestyle Demand

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Table of Contents

INTRODUCTION

Scope

Key findings

Protein inclusion is seen in a wider range of products to meet consumer demand

INTRODUCTION

Types of protein and protein content per 100g

Eggs show growth as protein source due to affordability and versatility

“High protein” claim ranks among the top five health claims across all regions

Middle East and Africa shows the strongest growth in overall protein purchases

TRENDS DRIVING CONSUMER DEMAND

Price continues to play the biggest role in protein selection

New launches address consumer demand for clean, nutrient-dense and indulgence bars

Mondelez International secures protein/energy bar lead thanks to recent acquisitions

RXBar AM offers a convenient, protein-dense snack which integrates into consumer routines

High protein diets popular for those seeking a healthier lifestyle

Packaged food giants increase “high protein” claims as consumer demand increases

Millennials and Gen Z consumers drive demand for high protein gym-friendly products

Females seek to add more protein in their diet across all regions

Consumers seek healthy balance with all-in-one products

Breakfast cereals a key growth area for “high protein” innovation

Growing demand for protein in Sub-Saharan Africa to help combat malnutrition

Growing availability of protein-rich products to help alleviate malnutrition

New protein sources provide different culinary experiences

Plant-based proteins offer a more sustainable solution to high protein demands

Demand for on-the-go snacking boosts innovation of high protein plant-based snacks

OPPORTUNITIES

Industry and consumers agree - sustainability and health will highly impact the future

Rising global inflation will see consumers demanding affordable protein-dense products

Key opportunities for manufacturers

KEY TAKEAWAYS

Key takeaways

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