



# Sports nutrition is going mainstream:

**Plenty of options for finding the sweet spot**

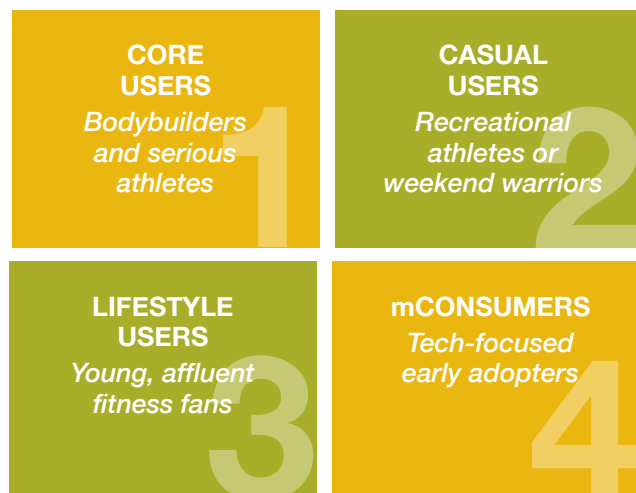
The sports nutrition category is booming. Consumers worldwide are turning to foods and beverages which support their healthy lifestyles and tout improved energy, endurance or alertness.<sup>1</sup> While protein content is an important factor for many of these products, it's not the only consideration. Flavor, texture and sweetness must also meet consumer expectations.

The global sports nutrition market is predicted to reach \$24 billion by 2022, up from \$14 billion in 2017, according to Euromonitor International.<sup>2</sup> The United States comprises nearly 60% of the total global market. Continued growth is expected, with an 11% CAGR projected through 2022. Other top regions include Australia and the United Kingdom. China's adoption of the fitness trend is expected to propel its market to \$1.3 billion in 2022, up from \$816 million in 2017.

### Sports-focused products have broad appeal

Today's sports nutrition products appeal to more than elite athletes and bodybuilders looking to enhance performance. Anyone seeking a healthy, active lifestyle – from athletic millennials, weekend warriors to active seniors – has a potential interest in the evolving sports and active nutrition category. The common denominator is that they view themselves as sporty. The broadening of this category provides an opportunity for formulators.

### Euromonitor has divided this expanding market into 4 segments.<sup>3</sup>



### Strong is the new skinny

A new ideal of health and beauty is emerging. According to Mintel research analyst Anita Winther, this ideal “sidelines the waiflike figures common among fashion models in favor of athletic and toned – or even highly muscular – physiques, widely known as ‘strong is the new skinny.’”<sup>4</sup>

According to Euromonitor, this shift is expected to propel the sports nutrition category beyond the weight management sector by 2023.<sup>5</sup>

### Consumer expectations

Many sports nutrition consumers are looking for the same label-friendly attributes shaping the overall food and beverage market, including products free from artificial colors and flavors, and made with recognizable ingredients. This includes a tendency toward sugar-free and less-added-sugar products. Reducing sugar impacts sweetness, as well as texture, color and mouthfeel. While today's sports-minded consumers are looking for healthy ingredients and nutritional content, few are willing to forgo taste. Formulators need to carefully balance ingredients to give consumers an acceptable, overall taste profile.

- **64% of consumers** who use sports nutrition always read the product ingredient labels<sup>6</sup>
- **46% of these consumers** avoid products that are high in sugar<sup>6</sup>

## SUGAR REDUCTION INNOVATIONS

## Stevia sweeteners

Stevia-based sweeteners add sweetness to products while maintaining a label-friendly profile. The active compounds in stevia are steviol glycosides, which are 150 times sweeter than sugar. Because they are heat-stable, stevia-based sweeteners are ideal for a broad range of sports nutrition applications, such as bars and beverages. Cargill's line of stevia sweeteners can help formulators achieve up to 100% sugar reduction, with optimal sweetness. In 2018, sports nutrition products accounted for 21% of all new product launches with stevia.<sup>7</sup>

## Erythritol

Erythritol is another popular sweetener option. This zero-calorie polyol looks and tastes like sugar and is ideal for sports nutrition food and beverage applications promoting sugar reduction and weight management. Zerose<sup>®</sup> erythritol is increasingly used in combination with stevia, helping to mask any aftertaste. It has a better digestive tolerance than other polyols, and it is available as a non-GMO\* ingredient. It is also non-cariogenic and has been clinically shown to offer Better Tooth Protection™ than other polyols.

## Tapioca syrup

Non-GMO\* reduced sugar tapioca syrup is a label-friendly swap for corn syrup. Sourced from cassava, a tuberous root vegetable, tapioca syrup provides a crisp, sweet taste and a consumer-pleasing body and mouthfeel. This versatile ingredient can be used in a wide variety of sports nutrition applications, including bars and beverages.

## Chicory root fiber

Chicory root fiber can help formulators reduce sugar and improve a product's nutritional profile without impacting the taste. Oligo-Fiber<sup>®</sup> chicory root fiber is a naturally-sourced\*\* slightly sweet fructan extracted from chicory root. It adds beneficial fiber, supports healthy digestion and weight management, as well as improves product texture and mouthfeel. Key sports nutrition applications include beverages, dairy and dairy alternatives.

## LEARN MORE:

[www.cargill.com/food-beverage/na/sports-nutrition-insights-report](http://www.cargill.com/food-beverage/na/sports-nutrition-insights-report)

<sup>1</sup> Mellentin, J. "10 Key Trends in Food, Nutrition and Health 2018." New Nutrition Business.

<sup>2</sup> Ordonez, C. "Asia Pacific is Sports Nutrition's Next Hot Spot." Nutritional Outlook. April 23, 2018. <http://www.nutritionaloutlook.com/sports-energy/asia-pacific-sports-nutrition-next-hot-spot>

<sup>3</sup> Euromonitor Passport. "Sports Nutrition in the U.S." November 2017.

<sup>4</sup> Mintel. "Brits Build up Eager Appetite for Sports Nutrition." Attitudes Toward Sports Nutrition 2017. <http://www.mintel.com/press-centre/food-and-drink/brits-build-up-eager-appetite-for-sports-nutrition>

<sup>5</sup> Cutler, N. "Sports Nutrition to Muscle in on Weight Management as Interest in Cutting Calories Thins." Nutraingredients.com. September 27, 2018. <https://www.nutraingredients.com/Article/2018/09/27/Sports-nutrition-to-muscle-in-on-weightmanagement-as-interest-in-cutting-calories-thins>

<sup>6</sup> Ibid., Mintel

<sup>7</sup> Innova database, New Product Launches Containing Stevia, 12 months ending 11/20/18.

\* There is no single definition of "non-GMO" in the USA. Contact Cargill for source and processing information.

\*\*FDA has not defined natural. Contact Cargill for source and processing information.

*Claims: The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.*