

# Plant protein showing its muscles in Health & Sports nutrition



Plant proteins are gaining awareness and acceptance in nutritious food & beverage products propelled by interest in healthy eating, sustainability and animal welfare. Sports nutrition is a category where plant-based ingredients are increasingly taking up space.

## Attitudes & Beliefs of European consumers

65%

are more conscious about overall health as a result of COVID19 in EU<sup>1</sup>

56%

mention physical wellbeing as aspects to include when thinking about holistic health<sup>1</sup>

54%

say they will prioritize time spent on health & wellness in the next 12 months<sup>1</sup>

57%

have become more conscious about the importance of trying to prevent health problems by leading a healthy lifestyle<sup>2</sup>

## European consumer actions to achieve personal health & wellbeing



59% aim to achieve through eating healthy/ nutritious foods



52% through exercising / play sports



43% to increase protein intake as part of eating more healthy<sup>2</sup>



16% to increase fiber intake as part of eating more healthy<sup>2</sup>

## European leading subcategory in new sports nutrition launches

Between July 2021-July 2022



**Sports powders**  
(57%)



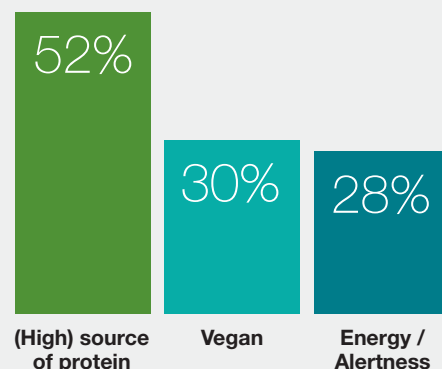
**Sports bars**  
(18%)



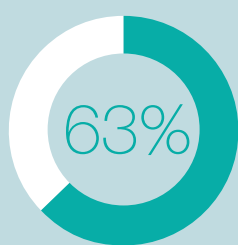
**Sports supplements**  
(10%)

## Key positioning

Sports Nutrition – West Europe, 2020 - 2022



## Sports protein nutrition



global sports nutrition launches with protein was accounted for by Europe in 2021

12% ↑

of new European sports nutrition products launches rich in protein

(annual growth rate between 2017 and 2021)

## PLANT-BASED PROTEINS

outgrew the animal-based sport nutrition launches driven by rapid growth in sports powders, the fastest growing subcategory thanks to strong growth of among others pea protein isolate.

## Sports & Active nutrition plant protein sources

from Cargill Europe YTD 2023



**Pea protein isolates**



**Wheat protein**  
(gluten & hydrolyzed wheat protein)

Learn more at [www.cargill.com/food-beverage/emea/plant-proteins](http://www.cargill.com/food-beverage/emea/plant-proteins)

SOURCES:

<sup>1</sup> Innova Consumer Survey, 2021

<sup>2</sup> FMCG Gurus 2021

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