

Attitudes towards Sports Nutrition - UK - June 2018

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“While the growing choice of high-protein food and drink is creating intensified competition, convenient formats and increasing availability in the mainstream are helping to make sports nutrition more accessible. Interest in products supporting gut health and those featuring health-boosting herbs and spices highlights these as areas ripe for innovation.”

– Anita Winther, Research Analyst

This report looks at the following areas:

- The sports nutrition category is a perfect fit for innovation around gut health
- Clearly flagging up protein sources can win trust through transparency while helping users navigate the category
- Scope for sports nutrition brands to focus more on sustainability issues...
- ... within which insect proteins offer futuristic potential

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Clearly flagging up protein sources can win trust through transparency while helping users navigate the category

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Sugar remains in the spotlight, protein continues to be popular

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Growth through mainstream channels picks up

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 Brands look to new uses and categories
 High-protein claims continue to rise
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 One in six high-protein launches are dairy, high-profile NPD in ice cream

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