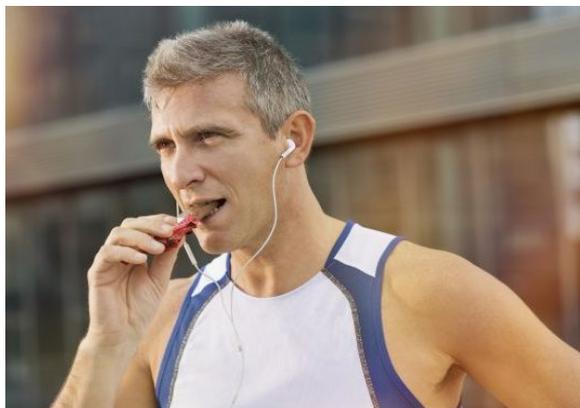


## Attitudes towards Sports Nutrition - UK - June 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“There is strong interest in collaborations between sports nutrition and mainstream brands. Given that the boundaries between the two are becoming increasingly blurred, a proactive move to be part of this trend, rather than fighting it, could be timely.”  
– Emma Clifford, Senior Food and Drink Analyst

### This report looks at the following areas:

- Collaborations between sports nutrition and mainstream brands can be mutually beneficial
- Scope to drive awareness of benefits of high-protein food linked to muscle growth among parents and the older generation
- Simplified information and personalised guidance is needed to make the sports nutrition market more approachable

This report looks at consumer usage of and attitudes towards sports nutrition products. These are foods, drinks and supplements targeted at athletes, as well as for the mainstream consumer that exercises, such as protein bars, drinks and powders, energy bars and gels and related supplements.

Attitudes to protein and products positioned as high in protein, but not specifically targeting sports-related occasions, are also discussed in the report.

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### DID YOU KNOW?

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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## The Market – What You Need to Know

Strong growth for sports nutrition products through the leading grocers

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Rising real incomes bode well for the market

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The Protein Works™ joins PhD Nutrition within the Sport-ph company

Real Good Food clinches ISO2

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High-protein claims have increased dramatically

Snacks lead the way in high-protein NPD

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Young consumers and high-earners are the core users

Collaborations between sports nutrition and mainstream brands attract interest

Users are hungry to know more

Multiple benefits linked to protein should help to tap into a holistic approach to health

Scope to grow awareness of higher protein needs of older consumers

Interest in protein powders and a wider availability of high-protein prepared meals

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One in four consumers use sports nutrition products

High levels of loyalty among many users

Young consumers and high-earners are the core users

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Users are hungry to know more...

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