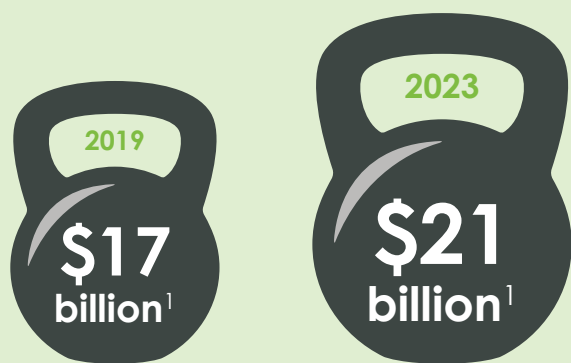


The Evolving Sports Nutrition Market



The global sports nutrition market is growing.



Growth is linked to a widening customer base.



Bicyclists



Bodybuilders



Yoga



Women



Older adults



Weekend warriors

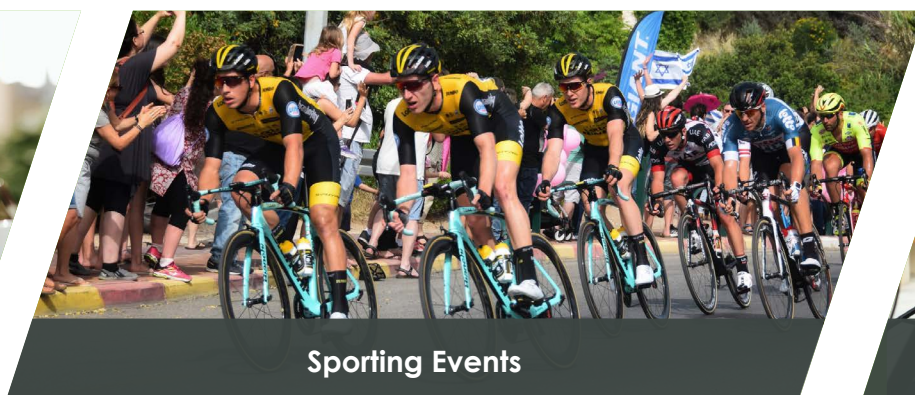


Professional athlete



Casual gym-goer

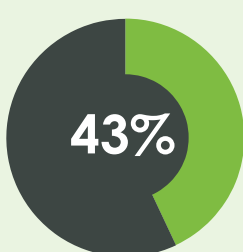
With a greater focus on health and wellness, consumer interest in sports nutrition products is coming from a variety of sources.



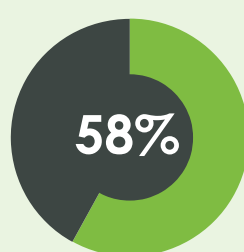
How can manufacturers meet the evolving sports nutrition customer's needs?

1

Provide individualized formulations for unique consumer needs.



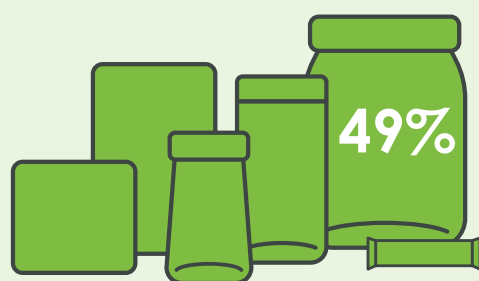
Consumers perceive "just for me" product solutions as favorable.²



Consumers say they are often or always influenced in their food choices by how well a product is tailored to their needs or personality.³

2

Innovate with different product formats.



Sports nutrition consumers try new or different sports or energy foods sometimes or often.⁴

3

Provide transparency and proof of efficacy with clinically proven functional ingredients.

ONLY 15%

of people in the U.S. believe that nutrition and performance drinks deliver on their claims.⁵

4

Deliver on immunity benefits that are important to everyone.

Immune health is one of the top three reasons consumers buy supplements.⁶

52% of consumers in China list improving their immunity as one of their reasons for taking part in sports and activities.⁷

37% of UK consumers would buy a sports drink that supports the immune system.⁸




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Learn more about how clinically-proven functional ingredients supported by clinical research can keep athletes and active lifestyles primed for performance.

Download the white paper, [Game Changer: The next big thing in sports nutrition?](#)

¹ Euromonitor Passport, 2019
^{2,3} GlobalData, Global Consumers Survey, Q3, 2016
⁴ GlobalData Ingredient Insights: Energy and Performance, Sep 2018
⁵ Mintel Nutrition and Performance Drinks, US, March 2018

⁶ Decker, Kim 'Immune-health ingredient update 2019' Nutritional Outlook, 21 February 2019
⁷ Mintel, Trends in Health & Wellness—China, August 2017
⁸ Mintel, Sports and Energy Drinks—UK, August 2017

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