

## Focus On: Protein, publishing 20 October

### Online Listicle to go live on 9 October

Contact Rob Brown ([rob\\_j\\_a\\_brown@hotmail.com](mailto:rob_j_a_brown@hotmail.com))  
Natalie Brown ([natalie\\_brown@live.co.uk](mailto:natalie_brown@live.co.uk))

Submissions deadline: 3 October

Advertising deadline 8 October

#### The Story

Protein lovers are a busy bunch. So much so that they no longer want to spend time mixing up a protein shake or cooking their porridge. These gym buffs want nutrition fast – prompting a wave of on-the-go launches such as ‘just add water’ protein pots or peanut butter squeeze packs. Plus, the protein snacking market is a hive of innovation. It’s good news for the industry, as this convenience is typically commanding higher price points. So what are the most popular on-the-go products? What are consumers prepared to pay more for? And are there any gaps in the market left for innovation?

**Online Listicle:** The top on-the-go protein launches looking tempt the busy crowd

#### Key themes:

**On-the-go:** From protein porridge pots to protein cookies, what are the innovations shaking up the on-the-go market? To what extent are these smaller formats pricier than large packs? And what’s next?

**Protein snacks:** What innovations are taking the lead in the protein snacking arena? To what extent are consumers seeing chocolate bars added protein variants as a healthier option? Are they perceived as worth the higher price point?

**Natural vs added protein:** Added protein products may have taken the market by storm initially, but a fresh wave of naturally high in protein products are looking to get in on the action. That’s particularly true in the yoghurt sector. A range of skyr, quarks and even kefir-quarks are making their way into retail. Even everyday sources of protein such as chicken, milk and eggs are playing on their protein content. So how will this change the market? Are consumers looking for natural protein, or do they not mind where it comes from?

**Retailers:** This sector has been predominantly brand-led. How are retailers merchandising brands and is there a gap in the market for them to produce rival offerings?

**Beyond the protein shake:** Once upon a time, a shake was the only way of getting protein in liquid form. That is changing fast and there are plenty of coconut water drinks with added protein. So what drinks are coming out aiming to knock the protein shake off its pedestal?

**Innovation:** Key to this feature will be a discussion of the latest NPD from the category’s brands and own label players, large and small. The feature will explore the market trends that have inspired recent innovations and weigh up which new launches are most likely to encourage future growth in the market. We will profile 8 of these in separate innovations panel including launch date, RSP and an image.

#### Key questions the feature is likely to address:

- What consumer trends have impacted the category over the past year?
- How have promotional strategies (both in terms of price and marketing) evolved?
- How has merchandising changed in the market?