

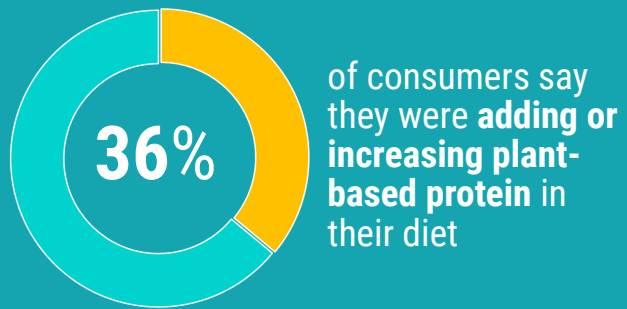
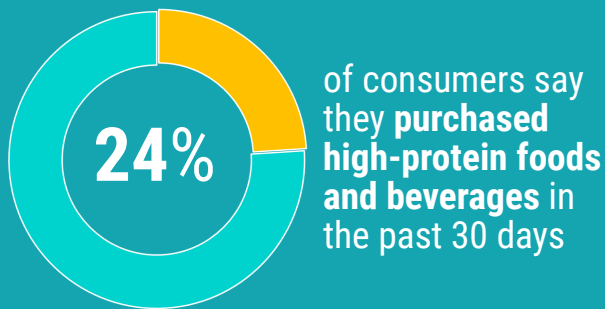
TAPPING INTO PERSONALIZED NUTRITION

Consumer Demand for Protein-Fortified Beverages

Food and beverages have been the traditional avenues through which consumers have approached daily healthy living. Consumer priorities in food and beverages have shifted toward finding items that signal increased personalization to health and wellness needs and goals. Getting “enough” protein – and the “right” kind for personalized needs – is now easier than ever for consumers thanks to a range of beverages and powders available in the marketplace.

60% of consumers say they are **adding or increasing protein** in their diet
(up 9 pts. from 2013)

In Pursuit of Health and Wellness ...



Beverages With Protein Purchased (past 3 months)



- 79% Dairy Milk**
(e.g., cow's milk, goat's milk)
- 32% Milk Alternatives**
(e.g., soy milk, almond milk)
- 14% High-Protein Beverages**
(e.g., Muscle Milk, Ensure, Special K Shakes)
- 11% Kefir or Yogurt Drinks**

Source: Health + Wellness 2019: From Moderation to Mindfulness report