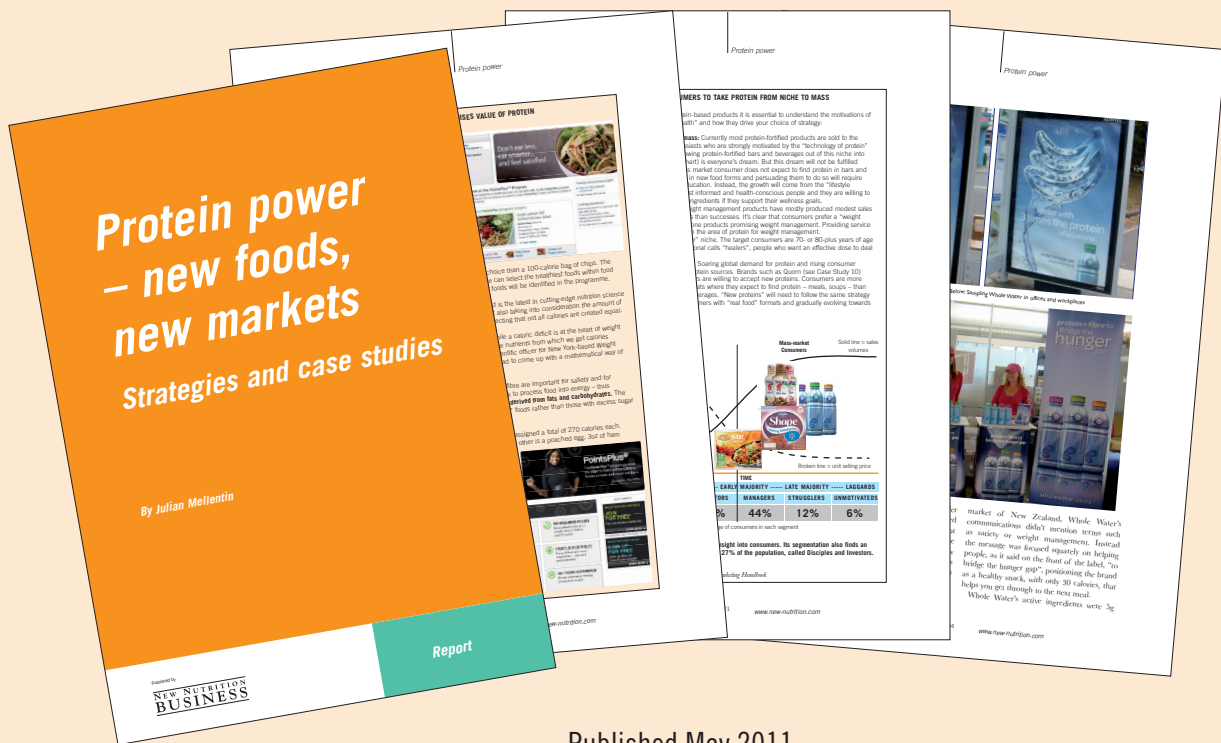


# Protein power – new foods, new markets

## Strategies and case studies



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# ABOUT THIS REPORT

Protein is breaking out of the gym, shaking off its “body-builder” image and moving onto the radar screen of the “normal” consumer.

**Weight management** is the strongest and most-used health benefit platform for protein, driven by an increasing body of nutrition research suggesting that high-protein and low glycemic index diets are the most effective diets for weight loss. However, creating successful products that deliver protein for weight management has not been easy. Among protein-fortified weight management products there have been many more failures than successes.

**Senior nutrition** is also a significant opportunity – particularly for products that help fight sarcopenia (muscle wastage), which affects everyone after the age of 60. Both corporate giants and “protein entrepreneurs” are carving out new space in this market.

**Choosing the right format is crucial.** Most companies have focused on bars and beverages to deliver a high dose of protein, but these are not formats that have a strong association in most people’s minds with protein. They are still a new and unfamiliar way of getting protein and this has been an important factor in the slow development of the market.

Currently, protein’s strongest association in people’s minds is as part of a main meal. The Quorn brand has used this link to successfully market a brand new protein – manufactured from fungi – precisely by positioning itself as a “meal centre”.

**New proteins** – such as Quorn – are set to become a \$2.5bn business within this decade as soaring global demand for protein creates opportunities for new, healthier protein sources.

Quorn, and other novel protein sources – such as those being commercialized from fermented algae – are well-placed to benefit from dramatically-growing global demand for protein, driven by newly-wealthy countries such as China and India. Surging prices for animal proteins – which reached record highs in 2010 – are forecast to increase. This will create consumer demand for alternative sources of protein that are more affordable than animal sources – and may well be the mass-market opportunity.

This concise 70-page report will help you make sense of the opportunities and challenges of protein:

- Sets out the strategic options in a 23-page summary
- Outlines practical ways to make protein work for you, based on real life examples and detailed case studies
- Provides practical insights and examples for any company, large or small, wanting to understand and better-manage the risks and opportunities of launching protein-based foods
- Shows how companies are finding new ways to take protein to market in 10 detailed case studies, which include successes, failures and innovative start-ups

## LIST OF CASE STUDIES

### Protein from sports to mass market

Case study 1: Coffee-casein combo ‘clicks’ with women

Case study 2: Hershey takes on Mix1 whey protein sports drink

Case study 3: Provita Energy – cracking the code for protein beverages?

Case study 4: Muscle Milk – “premium protein” for athletes

### Satiety and weight management

Case study 5: Whole Water – protein into water doesn’t go

Case study 6: SpecialK Water—a brand stretch too far

Case study 7: Shape satiety yoghurt fails to give satisfaction

Case study 8: Simply Fuller Longer ready meals offer high protein

### Senior nutrition

Case study 9: Probake offers sarcopenia solution

### New proteins

Case study 10: New proteins a “40-year overnight success story”

# ABOUT THE AUTHOR

Julian Mellentin is one of the world's few international specialists in the business of food, nutrition and health. Julian is the owner and editor of *New Nutrition Business*, the leading source of industry and market analysis, which has focused solely on researching and forecasting the nutrition business since 1995.

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# COMPANIES AND BRANDS IN THIS REPORT

Applied Nutritional Research	Kellogg's Protein Plus
Campbell's Chunky	Marks & Spencer Simply Fuller
Campbell's Soups	Longer
Clear Protein	Mix1
Click	Muscle Milk
CytoSport	Optima
Danone Activia	Probake50
Danone Vitalinea Satisfaccion	Provita
Fonterra Whole Water	Quorn
Gatorade	Shape Lasting Satisfaction
Glanbia Nutritionals	Slim-Fast
Hershey	Solazyme-Roquette Nutritionals
Kellogg's Special K	WeightWatchers

# ABOUT US

This report draws on material published in our journal *New Nutrition Business*, which provides case studies and analysis of success and failure in the global nutrition business. It is used by more than 1,700 corporate subscribers in 42 countries.

Since 1995 we have been researching, analysing and forecasting the global nutrition business, and we provide expert consultancy to companies and government organisations around the world.

Many companies make *New Nutrition Business* available online to all of their research, product development and marketing staff. Our website – [www.new-nutrition.com](http://www.new-nutrition.com) – contains the largest searchable internet database of information about the business of food and health.

We have a small staff – all with experience in nutrition or in food and beverage marketing – but a global perspective, with offices in London and New Zealand and affiliates in Japan and Finland.

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