

Protein & functional foods

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LSI Netherlands

Beefing up savoury snacking

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KEY BRANDS

Jack Link's Beef Jerky
– Original
– Sweet & Hot
– Teriyaki
Jack Link's Original Biltong
Jack Link's Beef Bars

Shoppers are constantly on the lookout for products with unique, innovative flavours and varieties, and the pandemic has amplified this trend towards better-for-you snacks.

High-protein, low in sugar, gluten-free and under 100 calories have become key benefits consumers are seeking. As a result, the meat snacking category has continued to grow over the last year, and Jack Link's has continued to be a key driver, recruiting new shoppers into the category, says marketing director Laura Trivulzio.

“Jack Link's has continued to thrive because of its versatile, high-quality, protein-packed snacks, without compromising on taste,” she says. “As a result, it remains the global meat snack leader and the UK's biggest jerky brand, being one of the fastest-growing meat snack brands in the market – up 43%, with market share currently at 26%¹.”

The brand portfolio is made up of its 100% lean Beef Jerky in three flavours, including Original, Sweet & Hot and Teriyaki, and its Original Biltong and Beef Bars. The full range is made with 100% beef, high in protein and all under 80 calories per serving, ideal for consumers looking for a protein kick to power them through the day, she adds.

The range is sold in different formats to tap into different shopper missions. Its staple Beef Jerky is available in 25g, 40g and 70g formats, and the 25g and 40g formats come in a handy clip-strip that can be located in different areas of the store.

“The brand takes pride in producing the same time-honoured quality products with a family recipe developed over 100 years ago. In fact, Jack Link's has been voted the most preferred Beef Jerky in the marketplace²,” notes Trivulzio.

To drive further sales, the brand is investing heavily in marketing campaigns for 2021, highlighting the nutritional benefits of its protein snacks, and creating further awareness of the meat snacks category as a whole.

Building on Jack Link's overarching ‘helping you power through’ ethos, the brand has implemented a £3m marketing investment over the past



“Jack Link's remains the UK's biggest jerky brand, being one of the fastest-growing meat snack brands in the market”

three years, including out-of-home ads, point-of-sale, events, online video and social media ads.

It recently launched its new marketing campaign, dubbed ‘Beef Mode’, to attract a broader audience, targeting young urban consumers, who are discerning snackers, looking for a tasty and empowering snack.

“Beef Mode is a state of mind where everything is possible and Jack Link's range is full of protein, low in sugar and low in calories – the ticket to unlocking this attitude,” explains Trivulzio. “The campaign will run throughout 2021, educating consumers on Jack Link's high-quality beef and protein credentials and helping to drive further awareness of the meat snacks category.”

The Beef Mode campaign is in addition to the brand's recent announcement of its seven-figure investment in the E-sports platform, signing several partnerships in a multi-year deal that will cement the brand's presence in Europe.

Jack Link's EMEA has teamed up with UK-based E-sports franchise Fnatic, connecting with fans and players. It will also be the official protein snack partner of the European Masters, a top-ranking tournament of leading E-gaming title ‘League of Legends’.

Source

¹ Nielsen data: May 22nd
² Haystack, 2020

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Analysis

Healthy investment

Closed gyms and leisure centres and the lack of impulse purchase opportunities have hit the protein & functional foods category during Covid lockdown. But an increased consumer focus on health is giving suppliers cause for optimism



 In 2004, the American Society of Plastic Surgeons added 'hyaluronic acid' to its annual survey and, by 2013, it had become the most popular wrinkle filler in the US, accounting for more than 85% of the injectables¹, according to an article in Personal Care Magazine.

Indeed, in recent times, hyaluronic acid appears to have become an important weapon in the beauty industry's armoury as consumers pursue the eternal quest for youth, good looks and health.

Now, that quest has extended the role of hyaluronic acid into foods, the market for which is apparently taking off in China, according to a recent article². Eating foods that bring multiple health benefits has been on the cards for many years, but now it

seems that eating yourself beautiful is increasingly coming into fashion.

Back in the now more familiar world of functional foods, the emphasis in recent times has been on protein-packed options, with brands seemingly in competition to offer the healthiest, most functional products on the market – and shout about them, to boot.

ResearchAndMarkets.com is forecasting a CAGR growth of 7.2% for the global functional proteins market between 2020 and 2027, predicting it will reach just over US\$17,767m³. Indeed, with consumers' increasing focus on health and wellness, particularly since the onset of the global Covid-19 pandemic, the foods that can fortify immune systems, help to build lean muscle and generally contribute to a human being's overall ability to ward

off disease, pain and age, are being embraced as never before.

That said, during the various lockdowns across the past year-and-a-half, the core category of protein bars and shakes has taken a hit from the closure of gyms and leisure centres, as well as the inability to simply 'grab-and-go'. Overall category decline for bars (last 52 weeks to w/c 08.05.21) has been -11.5%⁴, says Maria Ledesma, trade marketing manager at Barebells UK & Ireland, part of the Vitamin Well group, while the shakes category has also suffered a drop of -12%⁴. Amid that, she says Barebells has bucked the trend, with its bars 51% and shakes up 199% in the same time period, which she puts down to "great taste and wide lifestyle appeal, alongside functional benefits".



\$17.7bn

Forecast value for the global functional proteins market by 2027³

ResearchAndMarkets.com

-11.5%

Category decline for protein bars over past 52 weeks to 08.05.21⁴

Nielsen

\$1.41bn

Forecast value of meat snacks in Europe by 2023¹⁵

Market Data Forecast

110%

Rise in Google searches for healthy snacks¹²

Flawless.org

“Health and wellbeing are the key motivators for our consumers,” she notes. “People have been embracing much more active lifestyles and the desire to find alternatives to classic confectionery products is rising drastically. What a few years ago was a niche category is today becoming the mainstream. Now, more than ever, people expect to find functional foods to fill their baskets during their regular grocery shopping.”

The total ‘better for you’ category has taken a hit, declining by 9.9% overall⁵ as footfall decreased and the majority of the UK worked from home, reveals Peter Morris, UK sales director at snack bar company Kind. “At Kind, we were forced to evolve to ensure the brand remained just as relevant inside the home as it was outside. In 2020, we

accelerated our innovation to launch Kind multipacks, which have been a huge success for us... and satisfy the ‘buy-now-consume-later’ consumption occasion.”

“Increasingly, shoppers are choosing brands for positive health rather than reactive health reasons,” agrees Paul Wiseman, marketing manager at Lactalis Nestlé Chilled Dairy, which offers protein yogurt brand Lindahls. He says that, despite the closure of gyms and many sporting facilities, Lindahls has performed strongly and its core 150g pots business has grown by a whopping 92% (latest 26 weeks to 29 May⁶), adding £7.4m to the protein yogurt category in the latest 52 weeks year on year⁶.

Phil Greenhalgh, managing director at Grenade, says the latest launch in its

Carb Killa protein bar range, Chocolate Chip Salted Caramel, is now the number one protein bar in the market for cash rate of sale⁷. “Offsetting the temporary drop in sales due to gyms and leisure centres being closed during the pandemic, the brand managed to grow its direct-to-consumer offering, which now accounts for 25% of overall sales,” he adds.

Protein snack brands Jack Link’s and Peperami, meanwhile, have grown by 41%⁸ and 22%⁸ respectively in the last year, notes Laura Trivulzio, marketing director for both products. “During the national lockdowns over the past year, shoppers have been more inclined than ever to purchase snacks that are not just great in taste and high in quality, but buy from brands they trust and are familiar with.”

Analysis

The company recently launched 4 x 25g multipacks for its Peperami Chicken Bites range and introduced a 40g version of its Pep'd Up and Smokin' Chicken Bites variants, which it says can be added to a meal deal for an affordable, healthy snack option.

Category drivers

Yet consumer demand goes far beyond the issue of brand trust. Taste is a number one priority cited by all the supplier companies in this supplement. In a competitive market, 'healthy' protein & functional foods need to deliver on taste, as customers seek options that can offer them flavours as enticing as traditional confectionery. In addition, they seek out brands that can also deliver on their ethical and environmental expectations, so there is a great deal for suppliers to consider.

"Consumers are now looking for much more than traditional sports nutrition brands," says Barebells' Ledesma. They want brands they can relate to, brands that fit their lifestyle and brands they feel they have a shared sense of purpose with. Naturally, when it comes to food and drink products, they also want them to be tasty

"To fully embrace our ethos of 'no compromise on taste', we simply will not release a product if it doesn't taste great," she adds. "With our newest addition to the range, the Double Bite bars, we really feel we have created something that sits very alongside traditional confectionery – think Toffee Crisp, but enriched with protein and no added sugar."

Taste and health⁹ have always been the two key purchase drivers for Grenade, says managing director Phil Greenhalgh. "If a product maxes out on functional benefits, but neglects taste, it won't be considered by consumers and it won't sell. This is particularly true for our Carb Killa protein bar range. Marketed as a healthier alternative to traditional confectionery, we've made strides to ensure that, when it comes to taste, telling the difference between [our bars and] a sugar alternative is nearly impossible. With over 50% of shoppers who purchase a bar for the first time becoming frequent purchasers⁹, we are on the right tracks."

Key purchase drivers prevailing for shopper have are taste, health and convenience, agrees LSI Netherlands'



Trivulzio, pointing out that its Jack Link's high protein beef jerky not only appeals to the more health-conscious shopper, but also the more mainstream consumer looking for a "tasty, healthy, low-calorie snack to keep them fuelled throughout the day".

"Consumers are looking for snacking options which satisfy both a need for indulgence and a sense of eating more healthily," says Kind's Morris. "The UK is acutely health-conscious in the wake of Covid, with over 80% of UK consumers trying to eat more healthily as a result¹⁰." The company's marketing director John McManus points out that its response is with "nutrient-dense first ingredients" in all of its bars. "For example, our best-selling bar, Kind dark chocolate nuts and sea salt, contains over 60% nuts, which is 50% more than our closest competitor," he says.

At Tyson Foods, the company has rebranded its Grabits product to Grab

It, saying the concept echoes the belief that "great taste should always be in reach" when it comes to protein snacking. "Consumers want a snack that's not only nutrient-rich and high in protein, but one that also tastes great," says Felipe Castillo, director of marketing and innovation for the Grab It brand.

Meanwhile, Barebells' Ledesma also points to the fact that consumers expect brands to be more environmentally and socially conscious these days. "Just as important as providing them with amazing snacks is compensating for the emissions caused by the transport of getting them from us to the retailer and, furthermore, caring for the communities that we operate in and the people who are part of them." The company is actively avoiding the use of palm oil in its products, she says, and "for the emissions we have not yet been able to reduce, we compensate via a renewable energy

Influencer focus for marketers

Disruptive, humour-based marketing has been key to Grenade's success, says managing director Phil Greenhalgh. "Within this, 'always on' influencer and partnership activity has been our cornerstone, building genuine relationships with everyone from fitness professionals and elite athletes to foodie creators and online personalities; this has helped us establish our core product lines, introducing the brand to wider audiences," he says.

The brand has partnered with BAFTA award-winning dance group Diversity, collaborating with

leader Ashley Banjo and his crew to enable it to reach a much greater audience – "one that both includes and sits outside of Grenade's core audience of gym-goers", he notes. "Along with energy-inspired routines and trending TikTok dances, we've just launched 'The Recover', a short film with Diversity starring as an elite unit tasked with retrieving a stolen case of Grenade Energy – the brand's new functional energy drink. Comprising car chases, underground vaults, tanks, helicopters and gunfire, it's an industry-first, moving beyond typical

product adverts that send audiences to sleep," he says.

Influencers and popular ambassadors are powering a "strong online presence and loyal social media community in the UK" for Barebells, says trade marketing manager Maria Ledesma. "Additionally, we have had a presence at a number of events this year, with many more on the horizon."

Fitness influencers are also in the frame for Lactalis Nestlé Chilled Dairy – "from personal brands with 1m+ followers to smaller micro-influencers", says marketing manager Paul Wiseman. "This

is a great way to bring Lindahls' products directly to the focus of consumers through social media, delivered in an authentic way. With one of the highest repeat rates in the category – 49%ⁱ – word-of-mouth is one of our most important sales drivers."

Meanwhile, Kind is about to launch its "largest marketing campaign in the UK ever" reveals marketing director John McManus. The 16-week national TV campaign, 'Live Kind, Live Kind' will bring the brand's core message – that acts of kindness have the power to change the world – to its widest audience yet, he says.

source: a zero-emission power project in Hindustan, India, which harnesses renewable natural resources, ultimately leading to sustainable economic and environmental development".

Recessionary pressures

With the Bank of England most recently predicting a V-shaped recession and stronger-than-expected economic growth in the short term, suppliers will be hoping that the protein & functional foods category can benefit and also recover its upward trajectory.

However, Grenade's Greenhalgh says he expects the category to remain "value for money-centric over the next 12 months", with perceptions of value continuing to be driven by taste and additional health benefits. "As the old adage goes, health is wealth and Grenade's sales are testament to this, improving by 8% compared to the equivalent year-to-date period from 2020¹¹. Achieving this within a

recession is no mean feat and proves consumers will pay more if a product delivers more when it comes to taste and functionality."

Kind's McManus believes there is likely to be "recessionary pressure on the market as the impact of Covid materialises".

"However, while wider consumer confidence will be reduced, we believe that, if anything macro market trends have pushed more consumers into the 'better-for-you' snacking sphere," he notes. "Currently, google searches for healthy snacks are up 110% on this time last year¹². Meanwhile, the impending HFSS [high-fat, salt and sugar] legislation will force retailers to lean in and create more space for 'better-for-you' snacking options, such as Kind."

Kind's Morris adds "As one of the largest snack bar brands in the UK, we see the market disruption in the post-Covid era as a unique opportunity to provide category leadership and work

ever closer with retailers to ensure they are well-prepared for the rapid consumer shifts and HFSS legislation we see on the horizon next year."

Future prognosis and plans

With new government legislation on the promotion of HFSS foods due to come into force in April 2022, healthy snacking brands have an opportunity to "further extend their grip on 'traditional confectionery' categories, provided brands continue to innovate with functional foods that don't compromise on taste", says Grenade's Greenhalgh.

"With nine in 10 people looking to improve their diet by reducing sugar and consuming higher levels of protein¹³, we only see the market growing," he notes. "With demand for protein and functional foods rocketing, in April 2021, we launched our first ever frozen treat, Carb Killa Ice Cream. A product extension of our Carb Killa protein bar, the healthier ice cream

Analysis

alternative is low in calories and sugar, but also high in protein. Launching in two flavours, White Chocolate Cookie and Peanut Nutter, sales in Tesco have been encouraging, so we're looking to add another flavour soon."

In May, the company also launched its Carb Killa Protein Spread in chocolate chip salted caramel flavour, which it says is now the "number one chocolate spread on Amazon¹⁴".

"We also have another Carb Killa protein bar in the pipeline, launching later this month," he reveals. "So, keep your eyes peeled."

Kind's McManus says: "While some sub-segments, such as protein, have performed more robustly over the past year, the most fundamental aspect has been a change to where and when shoppers are consuming this category. Whereas before Covid 'better-for-you' snacks were largely an impulsive on-the-go purchase, many shoppers are now buying larger quantities to take home and consume at a later date. As a result, Kind has recently launched protein multipacks, available at all large grocery retailers."

European demand for meat snacks continues to grow and is anticipated to reach a value of US\$1.41bn by 2023, up from \$1.01bn in 2018¹⁵, says Tyson Foods' Castillo. "That increase can be attributed to consumers wanting more on-the-go healthy snacks. For many Brits, snacking occurs at least once a week¹⁶, with consumers seeing snacking as a growing part of their lives."

Wiseman at Lactalis Nestlé Chilled Dairy expects the growth of the category and Lindahls brand to continue in the year ahead, given continue consumer interest in positive health claims. "We are currently working on a number of exciting NPD initiatives launching soon, so watch this space," he says.

"Consumers will continue to search for healthier, low-sugar alternatives and thus, the functional foods and protein-based snack market will continue to grow," says Barebells' Ledesma. "Lockdown has brought with it a boom in home workouts and alternative routes to wellness. Interestingly, it has encouraged a lot more people to pursue an active lifestyle than we originally anticipated. People found themselves with increased time on their hands to take



up new fitness activities, and with the government restrictions limiting people to only being allowed to go outside for exercise, many turned for the first time to things like walking, running and cycling.

"With consumers building into their new routines, we can already see positive developments for healthier, protein-enriched snacking on-the-go. We have also seen very positive trends around sales and memberships in the sport & fitness channel, with an increased demand for people to refuel themselves around these occasions, whether that is pre- or post-workout.

"This collective shift in mindset towards living a healthier lifestyle and fitting in exercise where possible around busy work schedules will likely stick as people reap the benefits of focusing on their wellbeing. For this reason, now that gyms are reopening and additional forms of exercise become available to consumers, we can see protein-based and functional foods continuing to increase in popularity."

As the UK emerges from lockdown and the focus on wellness and fitness continues to gain strength, the prospects of growth in the protein & functional foods category look bright. The main challenge for brands, going forward, will be to ensure their product stands out on-shelf and meet exacting consumer demands on taste and indulgence, while still providing all the functional benefits that they have come to expect.

Sources

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- ³ <https://tinyurl.com/fccpkkse>
- ⁴ Nielsen, Total GB Coverage, Last 52 weeks, to w/c 08.05.21, MAT to 26.12.20
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- ⁶ IRI Market Advantage LNCD, 24.04.21
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- ¹¹ IRI Marketplace, Total Market, Value Sales, Grenade UK, YTD 17.05.20 and 16.05.21

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Merchandising boxout

- ⁱ Kantar Wordpanel Division, Purchase Data, 52 w/e 16.05.21

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GRABIT

Source

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- 2 Euromonitor, 2021, How Coronavirus is Shifting Food Themes
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- 5 Lumina Intelligence, Healthy Snacking Report, 2018

Leading a healthier lifestyle has accelerated during the pandemic. Consumers are rethinking their health and wellbeing with people focused on changing their eating habits. Nearly 20% of UK consumers placed an importance on getting more high-protein content¹.

“There’s an increased demand for functional foods, which provide health benefits beyond nutrients and energy²,” says Felipe Castillo, director of marketing and innovation for the Grab It brand at Tyson Foods. “While protein remains an essential nutrient that fuels workouts, it also contains amino acids that produce key neurotransmitters to prevent and treat depression and anxiety³. Seventy-three per cent of global consumers are concerned that stress and anxiety have a moderate or severe impact on their health⁴.”

Introducing Grab It

Hitting the shelves this year with its fresh new branding, Grab It is the



“Nearly 20% of consumers placed an importance on getting more high-protein content¹”

perfect product for health-conscious consumers, says Castillo. The ready-to-eat meat snacks are packed with 10g of protein, bursting with bold flavours. “We know consumers want a snack that tastes great, is nutrient-rich and high in protein,” he says. “Shoppers are even willing to spend 28% more on a healthy snack⁵.”

To find out more, visit: go-grabit.co.uk

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Grenade

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Carb Killa
 Grenade Energy

Sports nutrition brand Grenade continues to outperform the market, led by sales of its high protein, low sugar Carb Killa protein bar range, which outsells the nearest competition by more than three times and accounts for the largest share of the market at 44%¹ – a phenomenal feat during tough trading conditions, says the company.

Focus on healthier lifestyles

Year-on-year, Grenade’s Carb Killa sales have also risen by 8%² – proof of growing consumer demand for the brand, and the public’s continued focus on leading healthier lifestyles in the wake of the pandemic.

“With nine of the top 10 performing bars for cash rate of sale³, Carb Killa is solely responsible for driving growth in the category, rendering the brand a must-stock for retailers,” says managing director Phil Greenhalgh (pictured below). “This has been buoyed by sales of Grenade’s newest Carb Killa flavour, Chocolate Chip Salted Caramel, currently the number one protein bar in the market for cash rate of sale⁴.”

Key category drivers

Grenade owes its success to its focus on the key category drivers of health, taste and innovation, with taste being particularly key, notes Greenhalgh.

“If a product maxes out on functional benefits but neglects taste in any way, it won’t be considered by consumers, and it won’t sell,” he says.

“Marketed as a healthier alternative to traditional confectionery, 50% of shoppers who purchase Carb Killa for the first time become frequent



“If a product maxes out on functional benefits but neglects taste in any way, it won’t be considered by consumers and it won’t sell”

purchasers⁵ – a key driver that ensures profitability for retailers.”

“Also pivotal to Grenade’s success has been its focus on disruptive, humour-based marketing. Within this, ‘always on’ influencer and partnership activity is a cornerstone for the brand, building genuine relationships with everyone from fitness professionals and elite athletes to foodie creators and online personalities; it’s this that has helped Grenade to establish its core product lines, introducing the brand to wider audiences, notes Greenhalgh.

“Grenade also innovates with regular tweaks to existing lines, and continually launching NPD to surprise and delight customers. Resting on our laurels just isn’t in our DNA,” he concludes.

Source

¹ IRI Marketplace, Total Market, Value Sales, Protein Bars, 52 wks to 16.05.21
² IRI Marketplace, Total Market, Value Sales, Grenade UK, YTD 17.05.2020 & YTD 16.05.21
³ IRI Marketplace Total UK Market Value/Store/wk Protein Bars Carb Killa ND >5% 12 Wks to 16.05.21
⁴ IRI Marketplace Total UK Market Value/Store/wk Protein Bars Carb Killa ND >7% 52w/e to 16.05.21
⁵ Market Measures Online Consumer Survey, July 2020



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[1] IRI Marketplace Total UK £Share Total Protein Bars Carb Killa Category Brand Level 12we 16/05/21
[2] IRI 12w/e data to 21.03.21. Convenience Channel. £ROS. Grenade Carb Killa vs. Chocolate Confectionery

KIND Snacks UK

The power of being Kind

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KEY BRANDS

KIND

Although coronavirus has had a huge impact on retailers, manufacturers and shoppers alike, at Kind we're extremely optimistic about what the future will bring, says marketing director John McManus.

"From a category perspective, indications are that consumer demand for 'better-for-you' snacking is hitting an all-time high," he says. "Health consciousness is currently an acute consideration in the minds of UK shoppers and, now more than ever, we believe brands who deliver products that are both nutritious and delicious are set to benefit sales the most."

Quality ingredients

As a brand, Kind's emphasis on whole nutritious ingredients is what sets it apart from the competition, explains McManus. "All our bars have a nutrient-dense first ingredient, are gluten-free and high in fibre. Our most popular bar for example, Kind dark chocolate nuts & sea salt, boasts over 60% nuts while containing no artificial colours, flavours or preservatives. We believe this focus on the highest-quality raw ingredients is what has driven Kind to become the UK's number one snack bar singles brand in the UK, with three of the top five snack bar singles¹.

"What's more, our recent NPD launches have driven a huge amount of excitement into the 'better-for-you' snacking category. In March, we launched Kind dark chocolate orange almond – which we believe to be our tastiest bar yet. Meanwhile, Kind breakfast almond butter has just hit the shelves. Tasting delicious, this product's number one ingredient is wholegrain oats and it will be HFSS compliant when the legislation lands in April next year. Finally, our recently released range of Kind multipacks have gone from strength to strength, making Kind the fastest-growing snack bar multipack brand in 2020². Look out for our new Kind Protein multipacks in stores now."

Live Kind

Kind's mission – to create a kinder and healthier world, one act and one snack at a time – has never been more



“From a category perspective, indications are that ‘better-for-you’ snacking demand is hitting an all-time high”

relevant, adds McManus. “We have all been touched by individual acts of kindness during the events of the past year, and Kind is currently spreading the power of kindness throughout the UK with our first national TV advertising campaign.

“The campaign, entitled ‘Live Kind’ reinforces the importance of proactively making the choice to be kind to both your body and others around you, and how, collectively, we have the power to change the world through kindness,” he explains. “This campaign is set to run for 16 weeks and will ensure awareness of the Kind brand will be at peak levels among your shoppers.

“Now is the time to stock up on Kind, and ensure you’re maximising on the power of the ‘better-for-you’ snacking revolution.”

Source

¹ Nielsen, UK Total Market, snack bar singles, value sales, MAT to 22.05.21
² Nielsen, UK Grocery Multiples, snack bar multipacks value sales, MAT to 26.12.20

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*Nielsen, UK total market snack bars value sales MAT to 22.05.21

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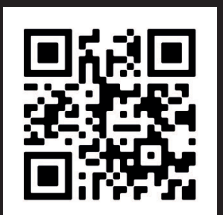
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now is the time to stock up on KIND as your shoppers will see us on the TV.

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Lactalis Nestlé Chilled Dairy

Protein-powered growth

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KEY BRANDS

Lindahls

Households have experienced many changes in shopping and eating habits over the past year. In these new routines, more than one-in-three adults admit to increasing the number of times they are snacking through the day¹. In addition, there was a 110% increase in online searches related to ‘healthy snacks’² during the peak of lockdown.

When searching for healthier snacks, 76% of people look for protein-rich alternatives³, suggesting this is a category that will continue to grow among health-conscious buyers.

Lindahls’ growth accelerated over this period, becoming the UK’s fastest-growing brand in the protein yogurts category⁴, says Lactalis Nestlé Chilled Dairy marketing manager Paul Wiseman. “Lindahls has also added the most value to the protein yogurts category – accounting for a £7.4m increase in sales in the latest 52 weeks, with the core 150g Lindahls pots experiencing a 92% growth in the last year⁵. As a result of this, Lindahls is the number one protein yogurt brand in the latest 26 weeks⁶. With continued interest in positive health claims, we expect the growth of this category and the brand to continue into the year ahead.

“The range expanded in 2020, with the launch of Lindahls PRO+, building on the success of the original Lindahls Kvarg offering,” adds Wiseman. “This has helped us to stand out against the competition, giving consumers an option suitable for more avid gym goers in Lindahls PRO+. Delivering a 50:50 mix of whey protein and casein protein, Lindahls is helping retailers offer even more choice for shoppers looking for high protein snacks.”



“There was a 110% increase in online searches related to ‘healthy snacks’ during the peak of lockdown”

To support the growth of Lindahls in the protein snacking category, the company has invested in marketing communications to drive awareness for the brand. In the past year, it partnered with Hafþór Júlíus Björnsson (pictured) – also known as ‘The Mountain’ from Game of Thrones – to drive relevance for the new Lindahls PRO+ range.

“We have also onboarded Instagram fitness influencers to bring Lindahls’ products directly to consumers’ focus through social media,” adds Wiseman. “With the highest repeat rate in the category – 49%⁷ – word-of-mouth is a vital sales driver, and we’ll be building on this as we launch further NPd.

Merchandising

“We recommend merchandising a large selection of flavours within protein yogurts, as shoppers like to buy a mix across the fruity and fast-growing indulgent options. Lindahls’ shoppers on average buy 3.2 packs per trip and 55% of baskets contain a mix of flavours⁷.

“Grouping Lindahls PRO+ pots and drinks together maximises visibility, both attracting muscle-building gym-goers and targeting on-the-go snackers – a sector in growth as lockdown eases.

“Overall, high-protein products add value to the yogurts & chilled desserts category, by offering a trade-up opportunity to existing categories.”

Source

- 1 Oral Health Foundation, May 2020
- 2 Prima, April 2020
- 3 Mintel, Consumer Snacking, May 2019
- 4 IRI, Market Advantage Total Store, All Outlets, Value Sales, Total GB, 52 w/e 30.01.21
- 5 IRI, Market Advantage, Total Yogurts & Chilled Desserts Category, All Outlets, Value Sales, Total UK, 52 w/e 29.05.21
- 6 IRI, Market Advantage, Total Yogurts & Chilled Desserts Category, All Outlets, Value Sales, Total UK, 26 w/e 29.05.21
- 7 Kantar Worldpanel Division, Purchase Data, 52 w/e 16.05.21

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LSI Netherlands

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KEY BRANDS

Peperami Snack Boxes
Peperami Chicken Bites
Peperami Jerky
Peperami Salami Sticks
Peperami Vegerami
Chick'nless Bites

 In light of the pandemic, more consumers are looking for protein-packed products to fuel their days, creating demand for functional foods such as meat snacks.

Peperami has performed exceptionally well over the last year despite the challenges of the pandemic, with more consumers purchasing savoury, high-protein meat snacks, says marketing director Laura Trivulzio.

“Peperami is the market leader in the chilled meat snacks category and has seen 26% growth in the last year¹,” she says. “This success is partly due to the brand’s iconic products, but also due to NPD that meets growing consumer trends – such as Peperami Snack Boxes and Chicken Bites. The latter have driven over 80% incremental sales to the branded chicken snacks sub-category.

“The brand caters to a range of consumer needs, from those looking for familiar favourites, with its iconic salami sticks range made with 100% pork, to those looking for convenient snacks with different flavour combinations such as Peperami Snack Boxes, to those looking for leaner snacks, such as Chicken Bites.”

Distinctive flavour combinations

Peperami continues to innovate, creating distinctive flavour combinations and offering a versatile product portfolio with high quality ingredients, adds Trivulzio. “What’s more, Peperami has recently announced its move into the meat-free snacking category for the first time, launching its new Vegerami Chick’nless Bites in Pep’d Up and Smokin’ flavours. The 40g single pack range is made from pea protein, containing less than 134 calories per portion, appealing to nutritionally aware young adults and families looking to incorporate better-for-you snacks into their diet.”

Contributing to its growth, Peperami has developed a variety of pack formats to suit numerous snacking occasions. This includes both multipacks for shoppers that like to stock up on their favourite products, such as its Bunch of 5’s, Mini salamis, and Chicken Bites, as well as single pack formats which can



“Peperami continues to innovate, offering a versatile product portfolio and recently moving into the meat-free snacking category for the first time”

be carried out and eaten on-the-go.

Peperami recently introduced a 40g version of its Pep’d Up Chicken Bites, which can be added to meal deals to offer great value to shoppers, she adds. “Considering Peperami’s loyal customer base and low level of cross-shop with other brands, including the products in meal deals is a great opportunity to drive incremental sales.

“Looking ahead, there is an opportunity to further expand meat snacking as both an in-home, on-the-go and after-school snack occasion – as well as ways to use meat snacks, such as Peperami Chicken Bites, in creative ways to keep lunchtimes exciting.”

To drive further category sales and awareness, Peperami will continue to invest in multimedia campaigns that highlight the benefits of protein-rich, better-for-you meat snacks throughout 2021. In recent weeks, it launched its latest integrated seven-figure campaign ‘Ban the Bland’, in which three celebrities take part in an exciting food-based challenge that aims to right British snacking wrongs. For each episode, a celebrity sits in the hot seat and takes on the nation’s snack fails.

Former professional footballer Rio Ferdinand is taking part in the series.

Source

¹Nielsen data: May 22nd 2021

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KEY BRANDS

Barebells
 NOCCO

While 2020 undoubtedly reshaped the behavioural landscape for consumers and created unforeseeable challenges for brands across the snacking industry, Barebells has endured and been able to attract consumers even in difficult times, says the company's trade marketing manager Maria Ledesma.

"Functional foods have increasingly become more popular and are now less about health claims and more about accepted consumer needs and demands, which naturally helps the category evolve into being healthier overall," she says. "We have worked hard to distinguish our point of difference and create a brand that resonates with consumers. Barebells is an inclusive, conscious brand, which helps us stand out in a crowded market.

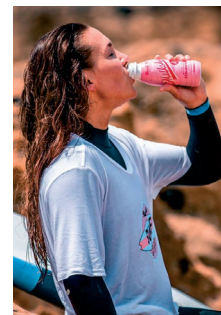
Our promise

"Our impact on the planet and the people that live on it is always front of mind for Barebells and we feel it's an ethos that our customer base responds to really well. Compensating the emissions caused by delivering our bars to retailers and committing to caring for our local communities are just two ways we put this into practice.

"We also take great care with our branding," she adds. "The Barebells packaging is deliberately accessible and aesthetically pleasing; we want people of all ages, backgrounds and abilities to feel comfortable engaging with our products, not just those who goes to the gym. Positioning ourselves as a lifestyle product is key to our success."

Functional foods on the grandstand

Barebells advises any store looking to spotlight functional foods to adopt a similar mindset, notes Ledesma. "For planogramming and visual merchandising, it's important to make protein-rich and healthier snack options look as appealing as possible. It's great to see more supermarkets placing them near tills, encouraging consumers to see them as a 'grab-and-go' option in the same way that they historically have with confectionery and less healthy snacks. Keeping displays of functional



“We want people of all ages, backgrounds and abilities to feel comfortable engaging with our products, not just those who go to the gym”

foodse-eye-catching and exciting will help to build momentum and drive sales.

"We'll work with retailers on strategies like this as we continue the roll-out of our recently launched Double Bite bars, which bridge the gap between a protein snack and a traditional chocolate bar. We hope this will help convert even more consumers into becoming 'conscious snackers', keeping the sugar intake low and the taste and nutrition high."

Inception to date

Barebells believes in innovation and constantly evaluating its range, which has grown rapidly since the UK launch of the Swedish-developed brand in 2018, she notes. "With products now available in four different categories – Protein Bars, Vegan Protein Bars, Double Bite Bars, and Protein Milkshakes – it's safe to say Barebells is for everyone."

The focus in 2021 is to push on with marketing-led growth and awareness-driving investment plans, she reveals. "We believe the bounce-back from UK consumers will be significant, both economically and in terms of positive lifestyle changes."

Barebells Irresistible Protein



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