

Protein & functional foods



Analysis

Fuelling healthier lifestyles

In the wake of the Covid pandemic, consumers are focused on promoting both mental and physical wellbeing, and category growth for the next few years looks assured, with even big-name suppliers now invested in the opportunity



 In its Global Food & Drink Trends 2022 report¹, Mintel director David Faulkner noted that, as part of consumers' desire to be 'in control' of food and drink decisions they are taking a more microscopic approach to address individual concerns, as well as a telescopic approach that encompasses decisions that have a wider impact on the community, nation or the planet.

"Covid-19 has made us consider our food and drink choices more closely," he says. "We study ingredients, look to maximise the positive benefits both for physical and emotional wellbeing and scrutinise for the absence of ingredients and processes that we consider could be bad for us."

The report goes on to note that "amidst a global health crisis, many consumers want more control over their wellbeing and their needs for

protection will increase the demand for products that help both short- and long-term health goals. Immune health will continue to be a sought-after food and drink claim."

Plenty of other reports support the theory that protein and functional foods will remain a category in strong growth for some time to come.

According to the 2022 Trend Prediction Report from Tastewise, ingredients for functional health will remain popular in 2022 and beyond, as 33% more consumers turn to food and beverages to meet their health needs than in 2020². It cites products such as sea moss as an ingredient with high zinc and folate content, which it says offers various benefits to adult consumers, making it a versatile ingredient. It also points to products such as passionflower for sleep

improvement, rhodiola for gut health and starfruit for energy.

Meanwhile it notes that interest in food and beverages that support gut health is up 56% in the last two years, while interest in food and beverages that support brain health is up 33% over the same period.

Meanwhile an article in *Neutraceuticals World*³ by Julian Mellentin, director of consulting company New Nutrition Business, notes that protein has become the "nutrient that can do no wrong" and says there is no sign of trends such as this losing momentum. "If someone had told you back in 2015 that by 2021 the meat snacking category would be 300% bigger than the entire plant-based meat substitutes category – and growing twice as fast – you likely wouldn't have believed them," he adds, noting that US



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Several reports have illustrated that protein and functional foods will remain in strong growth for some time to come, despite the cost of living crisis now evident in the UK. Consumers, increasingly concerned with their personal health, are continuing to shop the category for a variety of reasons, primarily to promote physical and emotional wellbeing.	
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sales of meat snacks grew 19% in 2021 to US\$4.6bn.

One brand that would certainly welcome (and back up) the latter statement on meat snacking is Jack Link's. Laura Trivulzio, marketing director for Peperami & Jack Link's, says: "In today's post-Covid world, the protein and functional food category is thriving, with meat snacks being a major sales driver. This growth is showing no signs of slowing down."

According to Trivulzio, the ambient meat snacking category in the UK is growing by 11%, with Jack Link's up 24% and boasting a market share of 28%⁴. "The brand's functional benefits have helped to recruit new consumers to the category, for those looking to incorporate more protein into their diets to power them through their day. "Compared to other savoury snacks

like crisps, meat snacks, including beef jerky, are usually eaten over extended periods of time, sustaining consumers' energy for longer, especially across afternoons when meat snacks are most commonly eaten."

According to Phil Greenhalgh, managing director for protein snack bar and energy drinks brand Grenade, the pandemic has fuelled consumers' pursuit of healthier lifestyles, so as more people turn to exercise, nutrition has taken centre stage, with protein being pivotal in helping them to sustain and build muscle mass. "Accordingly, convenience has become key for people intent on hitting their protein macros. This has buoyed sales of Grenade's low-sugar high-protein bars, now 20% ahead of pre-pandemic 2019 figures⁵ and leading the market with a 43% share⁶," he says.

However, it's not just in snack bars that consumers are seeking a boost. While the protein and functional foods category has broadened beyond the gym, fuelling workouts and exercise is still a major factor in seeking out energy-boosting products, such as energy drinks – "but only those offering zero or low sugar credentials", notes Greenhalgh. "People are turned off by products that source a lot of their calories from sugar. We're also seeing a big increase in popularity for drinks that offer functional benefits above and beyond caffeine, including plant-based BCAAs (studied for their role in muscle repair), added vitamins and electrolytes, and other enriching qualities that appeal to health-conscious consumers."

Lactalis Nestlé Chilled Dairy marketing manager Paul Wiseman

Analysis

points to the explosion in fitness and nutrition apps, with consumers tracking their physical activities and intake of macronutrients such as protein. Research by the company's high-protein dairy brand Lindahls has identified varied motivations for consuming high-protein dairy, including as a pre- or post-workout snack to aid muscle growth and maintenance, with some seeing it as an essential part of their weight management programme, while others simply want an indulgent snack without the calories, fat or sugar of more traditional desserts.

Since its launch four years ago (2018), Lindahls has grown to be a £24.1m brand in the UK⁷, with increased sales coming from new shoppers entering the protein yogurt market, he says. In the past year, the company has added £9.2m⁷ to the yogurts and chilled desserts category, he adds.

A sure sign of the growing success of protein & functional foods is evidenced by big-name brands stepping into the frame.

Mars Chocolate Drinks & Treats, which now has a portfolio of 21 products nutritionally high in protein, says that total sports nutrition sales in the UK are now worth £1.1bn and set to see a compound annual growth of 8.7% up to 2025⁸. As such, it has introduced a number of high-protein bars across its Snickers, Milky Way and Bounty brands, with high-protein vegan powders being added to its Snickers and Maltesers brands from July this year. It sees huge opportunity for growth in this sector, pointing out that only 30%⁹ of households in the UK currently purchase protein bars.

Meanwhile, Aimia Foods, brand owner in the UK, Ireland and Europe for Horlicks, the malted drink brand long associated with promoting better sleep, is adding its voice to the category with a new range of Horlicks Healthy, aimed at different consumer need states. In fact, the company's innovation marketing manager Laura Mallon points to a Mintel study which found over a third of consumers "are seeking products that support the immune system, gut health and cognitive performance"¹⁰, highlighting evolving consumer needs for products that deliver multi benefits and fit a variety of needs¹¹.



Don't waste the taste opportunity

While the protein & functional foods category is clearly filling a consumer need state for health and wellbeing, it's unlikely that products will have staying power unless they taste good.

"More snacks are coming onto the food scene boasting unique and interesting flavour combinations," says Jack Link's Trivulzio. "The snacks that are gaining momentum are also high in nutritional benefit, without compromising on taste or flavour."

Aimia Foods' Mallon says the company took time to get its new Horlicks Healthy offer right and "find a balance between a functional yet great-tasting product". As Horlicks' "delicious malty taste" is an attribute the brand is "known and loved for", she says, getting the taste right was a crucial part of its product development, particularly considering that 77% of consumers want better-tasting functional products¹¹.

Consumers are concerned with three things: health, taste and innovation, notes Grenade's Greenhalgh. The company has long championed the combination of great taste alongside a positive functional message. "As we move into the summer months, citrus flavours are becoming increasingly popular," he adds.

Reflecting this trend, Grenade launched its latest protein bar flavour in May 2022: Lemon Cheesecake." With 21g protein and 1.6g sugar, each bar features a lemon and vanilla-flavoured nougat centre, topped with a lemon curd caramel layer, "blitzed with biscuit bits" and covered in white chocolate. It is already available from Grenade.com. Asda, Morrisons and Nisa and will be available in Holland & Barrett and Sainsbury's from July.

Across protein categories, ambient and chilled, there has been a growing trend for more indulgent products and flavours that offer a tasty treat without



Standing out on-shelf

The proliferation of products in the sector does pose a problem for retailers, however – which ones to choose and how to present them in-store.

“It has never been more important to ensure health call-outs are clear for consumers,” says Grenade’s Greenhalgh. “In particular, research shows that while 62% of people review a product’s ingredient list, more than half use front-of-pack labelling as a source of information¹.” Understanding this, Grenade recently updated its packaging across its bars and shakes, ensuring that high-protein and low-sugar claims are even clearer than before to

help shoppers find what they are looking for, he says.

In addition, to stand out among the array of protein and functional food ranges, the company offers “disruptive POS shelf toppers and barkers”, designed to grab consumers’ attention.

Jack Link’s Trivulzio recommends dual-siting of the products out of aisle to drive category visibility and encourage incremental, impulse purchases. “There are a range of off-shelf displays and POS solutions,” she says. “Ideally, these should be sited next to carbonate and energy drinks that have a high cross-shop, as well as at till points.”

Lactalis Nestlé recently invested heavily in a market segmentation study for Lindahls to identify the core consumer segments for protein, reveals Wiseman. This, he believes, will help to attract the broadest range of opportunity for retail sales. “We now have a range of propositions for different segment needs,” he says. These include a Pro+ range for more frequent gym-goers, with a 50:50 mix of whey and casein protein. It also launched a range of bigger 500g protein yogurt pots, for bigger households or to keep in the fridge for a few days, to complement its existing single-serve 150g pots.

compromising on the holy trinity of high protein, low fat and low sugar, says Lactalis Nestlé’s Wiseman. To respond to this trend, in September last year, Lindahls launched a new range of protein puddings containing 14g of protein per pot and available in chocolate, vanilla and salted caramel flavours. Since launch the range has already hit £1m¹² in value sales, he says.

Future positive

Aimia Foods’ Mallon is keen to point out that protein and functional foods have now gone beyond the realm of heavy gym-goers and diet-focused products, with people of all ages keen to promote health from within.

“With an ageing population, increases in low-intensity exercise such as walking and a high awareness of the need to maintain muscle mass as we age, products catered to these needs will drive incremental growth in the category,” she says. “Demonstrating

product benefits will be key to unlocking this growth and standing out from the crowd.

“By developing Horlicks Healthy, we have tried to demystify the current category, which the over-50-year-olds strongly associate with body building and increased muscle mass/strength¹³, without recognising the wider health benefits, and have created a range of products that focus on key concerns.”

Lactalis Nestlé’s Wiseman fully expects continued growth in the high-protein yogurts and desserts market in the year ahead. “Household penetration for protein yogurts stands at around 18%¹⁴ currently and, with 44% of UK households falling into our target groups¹⁴, we believe there is considerable headroom for category and brand growth.”

Convenience, taste and quality credentials have spurred 40% growth in the total meat snacking category in the last two years alone and there is

still headroom for even more¹⁵, says Trivulzio.

And, with health high on consumers’ agenda, Grenade’s Greenhalgh anticipates the protein bar sector “will continue to grow in the next year, especially as 61% of people are looking to consume healthier foods¹⁶”.

Sources

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- ³ https://www.nutraceuticalsworld.com/issues/2021-11/view_features/key-trends-for-2022-in-functional-foods-and-beverages/
- ⁴ Nielsen data, MAT to April 2022
- ⁵ IRI Marketplace, Total UK Market, Value sales, Grenade Protein Bars, 52 w/e 26.12.21
- ⁶ IRI Marketplace, Total UK Market, EValue Sales Protein Bars, Carb Killla, 4 wks to 17.04.22
- ⁷ IRI Market Advantage, Total Yogurts & Chilled Desserts, All Outlets, Value Sales, 52 w/e 23.04.22; Kantar, Yoghurts and Chilled Desserts Data, Total UK, 52 w/e 17.04.22
- ⁸ Euromonitor, October 2021
- ⁹ Mars internal research data
- ¹⁰ Kantar Profiles/Mintel, June 2021
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- ¹² IRI Market Advantage, Total Yogurts & Chilled Desserts, Total UK, All Outlets, Value Sales, 52 w/e 23.04.22
- ¹³ Horlicks, Independent Survey of 475 respondents, 314 under-50s and 161 over-50s
- ¹⁴ Lactalis Nestlé research study
- ¹⁵ Nielsen, January 2022
- ¹⁶ Gov.uk, Public Health England Survey, January 2021

Shelf stand-out

¹ International Food Information Council, Consumer Perspective on Food Ingredients, June 2021

Aimia Foods

Shaking up Horlicks

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Horlicks

Fortification is a relatively new concept for some brands and categories, but for Horlicks it has been a key part of the brand for almost 150 years, says Laura Mallon innovation marketing manager. Fortified with 14 vitamins and minerals, and high in calcium, zinc and vitamins C, D and B12, Horlicks is known and trusted by millions of consumers.

This has helped the brand to become the UK's favourite malted drink¹, she says. Traditionally a range of malted beverages, in Original and Instant formats, the brand has recently expanded to meet consumers' emerging need states with the launch of a Vegan variant.

Now, taking the brand's NPD pipeline further, 2022 sees the launch of Horlicks Healthy, a range of nourishing shakes built on the fortification and nourishment credentials that the original range is known for.

"Horlicks has been loved and trusted by our fans to nourish the families and households for almost 150 years," says Mallon. "The insight behind Horlicks Healthy shows consumers are staying more active as they age and have an awareness of how protein can assist this. There is interest among these consumers, but current products on the market are focused on other needs and life stages.

"Horlicks Healthy is all about helping you feel good. Protein is great for gym workouts and muscle gains but, as we age, protein is just as important; it's key to preventing muscle loss, an



“We’re here to make nourishment easier with our new shakes – developed to meet the demands of those consumers who are put off by current protein-based products”

issue 70% of our consumers are aware of²,” she adds. “We’re here to make nourishment easier with our new shakes. Our latest Horlicks Healthy range has been developed to meet the demands of those consumers who are put off by current protein-based products – making nourishment enjoyable, easy and delivering the delicious malty flavour Horlicks is known and loved for.”

Healthy benefits

Available in four versions – Healthy Sleep, Healthy Body, Healthy Gut and Healthy Mind – Horlicks Healthy is blended with health-boosting vitamins and packed with protein (see side panel), helping to support consumers' total wellness journey and become both healthier and stronger.”

Each product in the range will launch as a 400g pouch, available online from June, with an RRP of £14.99.

“To truly maximise the opportunity, retailers would benefit from merchandising wellness, nutrition and supplementary products by health concern,” notes Mallon. “Fixtures on gut health or mobility and a variety of product types and formats would help consumers navigate often confusing products and ranges, placing their needs front and centre.”



Source

¹ IRI, grocery outlets, total volume sales, 52 w/e 16.04.22
² Horlicks consumer survey 2021, 475 respondents

Enjoy every moment with Horlicks®



Introducing our NEW nourishing shakes

Each shake has a blend of health-boosting vitamins, is packed with protein – AND has the much-loved, malty flavour of Horlicks.

Horlicks – nourishing families for almost 150 years

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*Source: IRI, grocery outlets, total volume sales, 52 w/e 16th April 22

Grenade

New flavours key to success

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Grenade Protein Bars
Grenade Protein Shakes
Grenade Energy

➔ Grenade continues to lead the protein bar sector, with sales of its high-protein, low-sugar protein bar range outselling the nearest competition by more than two times and accounting for the largest share of the market at 43%¹.

Now 20% ahead of pre-pandemic 2019 figures², this phenomenal growth is evidence of strong consumer demand for the brand at a time where people are focusing more keenly on exercise and nutrition, and convenient ways to consume enough protein to sustain and build muscle mass, reveals managing director Phil Greenhalgh.

‘Core six’ protein bars

“Driving Grenade’s growth are its ‘core six’ protein bar flavours, which include White Chocolate Salted Peanut, Fudged Up, Cookie Dough, White Chocolate Cookie, Peanut Nutter, and Chocolate Chip Salted Caramel, with the latter leading the charge,” he says. “Currently the number one protein bar in the market for cash rate of sale³, Chocolate Chip Salted Caramel has the highest return on shelf space compared to any other protein bar in the market⁴.

“With 40% of adults in the UK now motivated to make healthier life choices⁵, and six in 10 consumers actively trying to choose healthy foods to hit their fitness goals⁶, people are looking to find more convenient ways to satisfy their hunger and nutritional needs,” he adds. “Packed with protein and low in sugar, Grenade bars offer an ideal helping hand in that they keep people feeling fuller for longer, and less likely to make unhealthy snacking decisions.”

Latest launch

Focusing on the category drivers of health and taste, innovation is also a huge part of Grenade’s market success, notes Greenhalgh.

As testament to this, in May 2022 Grenade launched its latest protein bar flavour: Lemon Cheesecake. Packing 21g protein and just 1.6g sugar, each bar features a lemon and vanilla-flavoured nougat centre, topped with a zesty lemon curd caramel layer. Each bar



“In May 2022, Grenade launched its latest protein bar flavour: Lemon Cheesecake”

is also blitzed with biscuit bits and covered in smooth white chocolate.

Sports nutrition heritage

“Setting Grenade apart from its competitors is its heritage within the world of sports nutrition,” explains Greenhalgh. “Over the years, building genuine relationships with elite athletes and sports clubs has helped to establish our core product lines. And now, with the spotlight on healthy eating, our protein bars appeal to a new wider audience, offering a healthier low-sugar high-protein alternative to confectionery – without compromising on taste.

“Fuelled by a more health-conscious public, we expect healthier snacking to further extend its grip within ‘traditional confectionery’ categories, provided brands continue to innovate with healthy products.”

Source

¹ IRI Marketplace Total UK Market, Value Sales, Protein Bars Carb Killa, 52 w/e 17.04.22
² IRI Marketplace, Total UK Market, Value Sales, Grenade Protein Bars, 52 w/e 26.12.21
³ IRI Marketplace, Total UK Market Value/Store/wk, Protein Bars ND > 5%, 52 w/e 17.04.22
⁴ IRI Marketplace, Total UK Market, CROS (£), Protein Bars, 12 wks to 17.04.22
⁵ GOV.UK, Public Health England Survey, January 2021
⁶ Mintel, Consumer Snacking UK, 2021

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*IRI, Total Protein Bars, 52 w/e 17th April 2022

Jack Link's

Snacks to power you through

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Jack Link's Beef Jerky
Jack Link's Biltong
Jack Link's Beef Bars

Consumers are becoming more aware of the functional benefits of the snacks they purchase and are seeking out healthier snacks that are high in protein to power them through.

In today's post-Covid world, many are following more active lifestyles. This is leading to much greater demand for more convenient, protein-packed snacks to fuel busy schedules. As a result, the ambient meat snacking category is growing by 11%¹.

Jack Link's is the global meat snacks leader and the UK's biggest jerky brand². It continues to grow ahead of the market, up 24%³, reveals Laura Trivulzio, marketing director for the brand. "With high protein, gluten-free and low in calories becoming key benefits that consumers are looking for, the meat snacking category has continued to thrive," she says.

Delivering for consumers

As the functional snacks category becomes increasingly competitive, brands need to ensure they deliver on quality, convenience, health and taste, offering interesting flavours to maintain excitement around snacking, notes Trivulzio. "Jack Link's wide range of protein snacks, including its staple Beef Jerky in three flavours, Biltong and Protein Beef Bars, have all driven category growth, with its credentials as a snack for consumers looking for both taste and health in one," she says.

"What's more, the Jerky range offers a variety of functional benefits, being made with 100% lean beef, high in protein, and the full range being under 100 calories per 25g serving.

"The brand takes great pride in producing the same time-honoured quality products that Jack's great grandparents introduced as a family recipe over 100 years ago," adds Trivulzio. "The brand continues to provide a better-for-you snack to power you through the day."

The functional foods and protein category is growing, and Jack Link's has been a key driver, recruiting new shoppers, but there is still headroom for a lot more growth, she adds.

Source

^{1,2} Nielsen data, MAT to 23.04.22

³ Nielsen data, MAT to April 2022



“With high protein, gluten-free and low in calories becoming key benefits that consumers are looking for, the meat snacking category has continued to thrive”

Delivering for retailers

"The brand has clear plans for growth with over £3m in marketing support. Ensuring shoppers can easily find the jerky and biltong category in-store is critical, so having a permanent home on-shelf is vital for retailers to maximise their sales. Ideally, Jack Link's should be merchandised on the savoury snacks fixture between crisps and nuts."

Dual-siting Jack Link's out of aisle will also drive category visibility and encourage incremental, impulse purchases, says Trivulzio. "Ideally, our range of off-shelf display POS solutions should be sited next to carbonated and energy drinks that have a high cross-shop, as well as at till points."

To drive sales and awareness for the brand, Jack Link's will continue to invest in marketing campaigns for 2022, highlighting the nutritional benefits of its protein and functional snacks range.

"Jack Link's is always looking for new and creative ways to evolve its product portfolio," concludes Trivulzio. "The brand prides itself on delivering protein-packed, high-quality, affordable products that never compromise on taste and deliver great sales for retailers."

NO.1 JERKY BRAND IN THE UK MARKET¹



£3M+ MARKETING INVESTMENT²

1. Nielsen Total Market MAT 04.12.2021. 2. Marketing investment over 3 years.

Lactalis Nestlé Chilled Dairy

Building a protein dairy brand

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Lindahls

↙ Lindahls has seen rapid growth since its launch into the UK market with two SKUs in 2018. The brand is now worth over £24m RSV, with 17 SKUs and distribution in all major retailers, reveals Lactalis Nestlé Chilled Dairy marketing manager Paul Wiseman. “Despite the challenges of Covid and the uncertain, inflationary environment of 2022, we expect brand growth to continue and for Lindahls to be the No.1 high-protein dairy brand by the end of the year,” he says.

“To support our category leadership credentials, Lindahls has invested in an extensive market segmentation study to identify the core consumer segments for protein and we are upweighting our marketing communications to focus on these core groups.”

Lindahls continues to build its presence on Facebook and Instagram and has worked with fitness and lifestyle influencers to bring its products directly into consumers’ focus through social media. The brand is increasingly present on other platforms, too, including Pinterest and TikTok. “With one of the highest repeat rates in the category¹, word-of-mouth is one of our most important sales drivers,” he says.

“Over the past year we have partnered with key fitness and lifestyle titles and sponsored events such as Sweat with Amanda Ngonyama in partnership with Women’s Health and the Men’s Health Squad Challenge with Faisal Abdalla and Gus Vaz Tostes.”

In addition to its core 150g Kvarg and PRO+ offerings, Lindahls has recently launched a range of 500g Kvarg pots with a whopping 50-53g of protein per pot. “The brand is also disrupting the world of desserts, with the launch of a range of Protein Puddings available in



“With one of the highest repeat rates in the category¹, word-of-mouth is one of our most important sales drivers”

Chocolate, Vanilla and Salted Caramel flavours,” explains Wiseman. “These smooth, tasty desserts pack in 14g of protein per 140g pot and are low in both fat and sugar.”

Merchandising

Lindahls recommends merchandising a large selection of flavours within protein yogurts, as shoppers like to buy a mix across fruity favourites such as Raspberry and Peach & Passion Fruit, as well as fast-growing indulgent options, like White Chocolate and Stracciatella. “Lindahls’ shoppers on average buy 3.3 packs per trip and 55% of baskets contain a mix of flavours²,” notes Wiseman. “Grouping Lindahls PRO+ pots and drinks together maximises visibility and attracts the muscle building gym-goers, as well as targeting the ‘on the go’ snacking occasion.

“High-protein products add value to the yogurts & chilled desserts category by offering a trade-up opportunity.”

Source

^{1,2} Kantar, Yoghurts and Chilled Desserts Data, 52 w/e 17.04.22

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HIGH
PROTEIN



Taste as intense as your effort

Protein contributes to the maintenance of muscle mass. It is important to have a varied diet as part of a healthy lifestyle.

Mars Chocolate Drinks & Treats

Getting a taste for protein

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 Snickers
 Maltesers
 M&M's
 Milky Way
 Bounty

Specialist sports products from Mars first entered the UK market in 2016, leading the innovation in a growing sports nutrition market as the first confectionery company to bridge over the taste of its iconic brands into protein products, it says.

Total sports nutrition sales in UK, the bulk of which are online, are now worth £1.1bn and are expected to achieve a compound annual growth of 8.7% up until 2025¹. Despite supermarket sports nutrition sales taking a hit at first during the pandemic, they have now seen sales surge by 39.1%². With consumer demand high, and only expected to increase with the growing interest in functional foods, high protein content and its associations remain at the forefront of grocery shoppers' minds.

Now boasting a portfolio of 21 products nutritionally high in protein, spanning across both bars and powders, Mars has become a serious player for 2022 with an impressive CSV value of £23.3m across all territories, it says.

The last quarter alone has seen the launch of Snickers Peanut Brownie Hi Protein bar, Milky Way Hi Protein bar, Bounty Dark Chocolate Plant Hi Protein and Snickers Plant Hi Protein vegan powders, as Mars continues to innovate and challenge on taste and brand strength. From July, Snickers and Maltesers Hi Protein powders will also be available from Asda for the first time in a convenient 480g pouch format.

Michelle Frost, general manager for Mars Chocolate Drinks and Treats, says: "Our mission has always been to simplify a complex market, and bring



“As only 30% of households currently purchase protein bars³, we see a huge opportunity for growth with our brands, particularly in the grocery channel”

new users to the category through the strength of brand familiarity with our world-renowned brands.

“As only 30% of households currently purchase protein bars³, we see a huge opportunity for growth with our brands, particularly in the grocery channel. This is certainly true for impulse consumers looking for protein products on-the-go that boast high levels of protein, taste great, and are priced competitively. We have not only seen our sales soar through specialist channels, and online with Amazon, but notably within discounter stores such where consumers are heavily drawn to the brands they recognise.

“Our research shows that 44% of consumers struggle to find protein products that perform on taste⁴, and for 58% of buyers, taste is the number one priority in a protein product⁵,” she adds. “Our range of Mars, Snickers, Maltesers, M&M’s, Bounty and Milky Way protein products have all been developed with taste at the forefront. Bringing the unmistakable blend of these brands to a market where taste is lacking has been our key differentiator. We make sure any product that comes to market always has a high level of protein, without compromising on brand taste.

“We now plan to further increase our portfolio not through our brands, but also with the products we develop too. We have exciting plans to enhance our vegan and plant protein range, in addition to cookies and baking mixes to fuel the category growth predicted in the next three years.”



Source

¹ Euromonitor, October 2021
² Nielsen, 12 w/e 29.08.20
^{3,5} Mars internal consumer research

NEW!

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