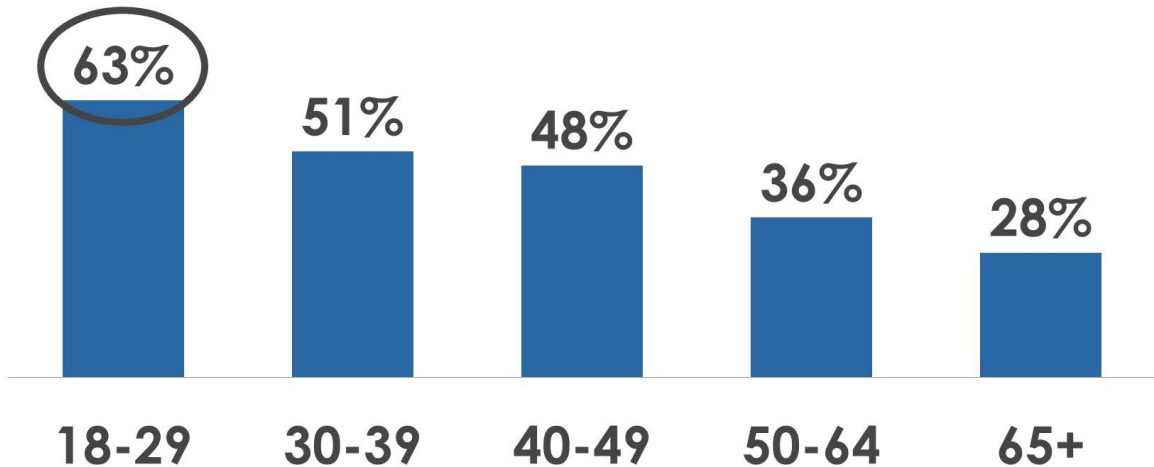


# ACTIVE NUTRITION THE NEXT FRONTIER

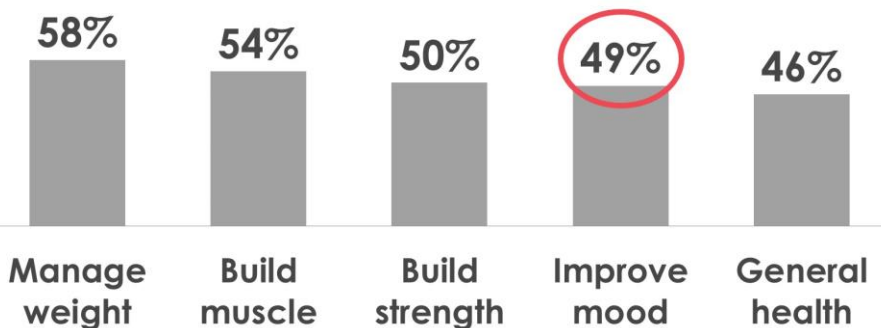


Despite the COVID-19 lockdown, people are staying active. Over 40% have actually increased their physical activity over the past year—especially younger consumers. Younger consumers continue to fuel the sports nutrition trend, with many selecting foods and beverages for athletic performance. Connect with us to learn more about the emerging “Active Nutrition” trend and how you can participate.

## Choose foods/beverages to improve my athletic performance



## Top 5 Exercise Objectives: 18-29 Year-Olds



Young consumers stand out in their motivations to exercise with a higher interest in benefits like mood, muscle building and socialization. In fact, they are more motivated by mood than general health!