



THE SHIFT IN PROTEIN

it's all about the source...

The health halo around protein remains strong, but the consumer approach has shifted and become more discerning. HealthFocus International explores the changing attitudes and requirements around protein, including growing interest in plant proteins and meat alternatives. Connect with us to learn more about this impact globally—including opportunity areas and potential pitfalls.

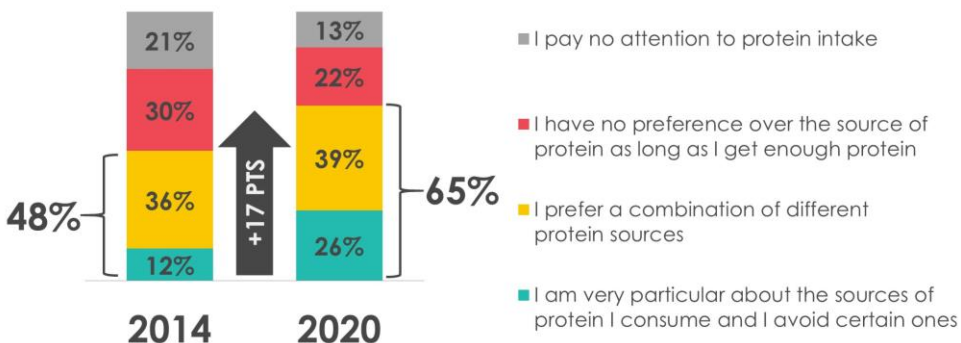
TOP HEALTH BENEFITS LINKED TO PROTEIN

#1	Physical energy
#2	Muscle health/tone
#3	Daily health
#4	Weight management
#5	Bone health

TOP FACTORS FOR A "GOOD PROTEIN"

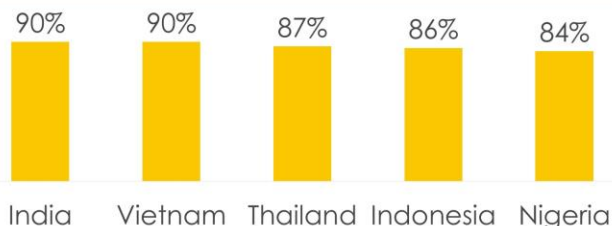
#1	Natural source
#2	Complete source
#3	Clean source
#4	Free from artificial ingredients
#5	Nutrient dense

GROWING FOCUS ON PROTEIN SOURCE



Globally, the majority of consumers are focused on protein sources, up 17 points since 2014. Over a quarter are now very particular about the types of protein they consume — more than doubling. High protein is no longer enough, it's about the source.

TOP MARKETS DRIVING THE PLANT PROTEIN TREND



■ INTERESTED IN PLANT PROTEIN

■ INCREASING USE OF PLANT PROTEIN