

Attitudes towards Sports Nutrition - UK - August 2019

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“The sports nutrition market is going through a major transformation, muscling its way out of its athlete-focused niche into the mainstream. A more accessible and widely resonating ‘active lifestyle’ positioning, together with product innovation and wider availability through mainstream channels, has been at the heart of this shift.”

– Heidi Lanschützer, Food and Drink Analyst

This report looks at the following areas:

There are opportunities for sports nutrition to further embrace this through collaborations with mainstream brands given the high level of interest in this concept.

- The market’s move from niche to mainstream brings along huge growth potential
- Personalised solutions have the potential to foster long-term usage and loyalty
- Huge opportunity for sports nutrition brands to support healthy ageing among today’s seniors

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Growth through mainstream channels slows down

Figure 1: Value sales in the UK sports nutrition food and drink market[^], 2016/17-2018/19

Sports nutrition faces competition from active lifestyle nutrition

Exercise participation overall is stable, but frequency edges up

War on sugar continues

Ageing population poses challenge

Companies and brands

Acquisition activity remains high

Grenade records impressive growth thanks to channel expansion

Brand overhaul for MaxiNutrition and SCI-MX to widen consumer appeal

Figure 2: Value sales in the UK sports nutrition food and drink market*, 2018/19*

Snacking formats are a focus in sports nutrition NPD

Plant-based innovation surges

Gut health innovation gains momentum

The consumer

Young men remain core users but uptake among women on the rise

Figure 3: Usage of sports nutrition products, by age, April 2019

Over half of users use sports nutrition products at least twice a week

Figure 4: Frequency of usage of sports nutrition products, by gender, April 2019

Convenience channel plays important role for sports nutrition

Figure 5: Where sports nutrition products are purchased, April 2019

Personalised sports nutrition is a largely untapped opportunity

Scope for collaborations between sports nutrition and mainstream brands

Figure 6: Behaviours relating to sports nutrition products, by usage of sports nutrition products, April 2019

Scope to switch the focus away from sweet flavours

Opportunities for a "pro-ageing" proposition to tap the grey pound

Figure 7: Agreement with statements on sports nutrition products, by usage of sports nutrition products, April 2019

Protein's feelgood factor should be key theme in brand communication

Figure 8: Perceived benefits of eating high-protein food, by usage of high-protein products, April 2019

What we think

Issues and Insights

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The market's move from niche to mainstream brings along huge growth potential

The facts

The implications

Personalised solutions have the potential to foster long-term usage and loyalty

The facts

The implications

Huge opportunity for sports nutrition brands to support healthy ageing among today's seniors

The facts

The implications

The Market – What You Need to Know

Growth through mainstream channels slows down

Sports nutrition faces mounting competition from high-protein brands

Exercise participation overall is stable, but frequency edges up

Ageing population poses challenge

High-protein diets remain popular

War on sugar continues

Plant-based nutrition is gaining momentum

Market Size

Growth of sports nutrition products through mainstream channels slows down

Figure 9: Value sales in the UK sports nutrition food and drink market[^], 2016/17-2018/19

NPD in snacking formats and retailers' shelf space overhaul have facilitated growth

The market has muscled its way out of its niche into mass market

Dominance of online and specialist retailers continues

Growing popularity of lifestyle high-protein products and ageing population pose challenge to traditional sports nutrition category

Market Drivers

Exercise participation overall is stable, but frequency edges up

Figure 10: Frequency of exercise, March 2018 and April 2019

Figure 11: Frequency of exercise, by age, April 2019

Sports participation is static, but health and fitness club membership is rising

More than a third are not getting enough exercise

Sports nutrition brands can do more to encourage more physical activity

The way Brits exercise is changing

HIIT is growing in popularity

Women muscle in on weights and strength training

Sports nutrition is moving mainstream

Plant-based nutrition is gaining momentum

War on sugar continues

Creating strong demand for lower-sugar options in sports nutrition

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- High-protein diets remain popular
- Mounting competition for sports nutrition products from high-protein food and drink
- Ageing population could be turned into lucrative opportunity
- Age stereotypes are starting to shift
- Low levels of usage of sports nutrition products among older consumers
- More than a quarter think there should be more sports nutrition products for over-50s
- Improved disposable incomes could boost sports nutrition consumption
 - Figure 12: Annual change in CPI and average weekly earnings, January 2013-April 2019
- Future of food and drink legislation post-Brexit remains uncertain

Companies and Brands – What You Need to Know

- Acquisition activity remains high
- Grenade records impressive growth thanks to channel expansion
- Brand overhaul for MaxiNutrition and SCI-MX to widen consumer appeal
- Snacking formats are a focus in sports nutrition NPD
- Plant-based innovation surges
- Gut health innovation gains momentum

Market Share

- Competitive landscape
- Science in Sport reports another successful year and acquires PhD
- Myprotein reports healthy growth after THG acquisition
- Mixed performance for other players
- Mars buys majority stake in personalised sports nutrition business Foodspring
- Market share through supermarkets
- Grenade records impressive growth thanks to channel expansion
- Dunn’s River suffers substantial sales decline
- Brand overhaul for MaxiMuscle and MaxiNutrition in a bid to get sales back on track
- SCI-MX relaunches PRO 2GO range to widen consumer appeal
- Own-label grows strongly but still only holds a minority share of the market
 - Figure 13: Value sales in the UK sports nutrition food and drink market[^], 2016/17-2018/19

Launch Activity and Innovation – Sports Nutrition

- More innovation that moves sports nutrition mainstream
- Sports nutrition brands take a bite of the everyday snacking market
 - Figure 14: Sports nutrition launches in snacking formats, 2018/19
- NPD in indulgent flavours and encroachment into treat categories keep going strong
 - Figure 15: SCI-MX Nutrition’s new Pro 2GO Gooey Protein Bars, 2019
 - Figure 16: New sports nutrition launches with highly indulgent flavours, 2018/19
- Plant-based innovation surges
 - Figure 17: New plant protein launches, 2018/19

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Figure 18: New PhD Smart Bar Plant range, 2019

A move towards cleaner labels

MaxiMuscle reformulates longstanding lines to remove nasties

Challenger brands set the pace in all-natural NPD

Figure 19: All-natural sports nutrition launches, 2018/19

A more holistic lifestyle and general wellbeing approach to women's products

Figure 20: Free Soul sports nutrition for women, 2017

Figure 21: Supernova Living sports nutrition for women, 2018

Figure 22: MissFits sports nutrition range for women, 2018

Gut health innovation mostly driven by challenger brands

Pre- and probiotics make their way to protein foods

Lifestyle nutrition brands Pulsin and Perkier look to gut health

Figure 23: Pulsin Supershake Immunity Blend, 2019

Joe Wicks partners with Myprotein

Figure 24: Myprotein's The Body Coach new sports nutrition range, 2019

A handful of brands are exploring the recovery-sleep link

Figure 25: New sports nutrition products communicating around sleep, 2018/19

Launch Activity and Innovation – High-Protein Products

Methodology

No end to the rise in high-protein claims

Figure 26: Share of UK food and drink launches featuring a high-protein claim, 2014-19**

Snacks is an increasingly popular category for high-protein innovation

Figure 27: New food and drink launches featuring a high/added-protein claim, as % of total category launches, UK, 2014-18

High-protein, on-the-go savoury snack innovation gains momentum

Figure 28: New Fridge Raiders Combos range, 2018/19

Figure 29: New meat snack launches with innovative flavours, 2018/19

Mainstream brands enter the high-protein snack bar arena...

...with more chocolate brands also joining the fray

Figure 30: Latest high-protein launches by established confectionery brands, 2018/10

Halo Top blazes trail for more high-protein ice cream innovation

Protein makes its way to ice cream with Halo Top

Unilever and Asda follow, with Wheyhey refreshing its brand identity

Figure 31: Examples of recent high-protein ice cream launches in the UK, 2018/19

The Consumer – What You Need to Know

Young men remain core users but uptake among women on the rise

Usage of high-protein products also edges up

Convenience channel plays important role for sports nutrition

Personalised sports nutrition is a largely untapped opportunity

Scope for collaborations between sports nutrition and mainstream brands

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- More clarity needed on industry regulation, and players should be more vocal about their quality controls
- Scope to switch the focus away from sweet flavours
- Opportunities for a "pro-ageing" proposition to tap the grey pound
- Protein's feelgood factor should be key theme in brand communication

Usage of Sports Nutrition and High-protein Products

Usage of sports nutrition products continues to rise

Figure 32: Usage of sports nutrition products, by gender, April 2019

Usage is heavily geared towards young males and those exercising frequently

Low levels of usage among the older generation

Figure 33: Usage of sports nutrition products, by age, April 2019

Over half of users use sports nutrition products at least twice a week

Figure 34: Frequency of usage of sports nutrition products, by gender, April 2019

Usage of high-protein products also edges up

Figure 35: Usage of high-protein products, by gender, April 2019

Where Sports Nutrition Products are Purchased

Supermarkets have a strong lead in purchasing of sports nutrition products

Figure 36: Where sports nutrition products are purchased, April 2019

A quarter of buyers purchase these products from convenience stores

Specialist stores mostly attract heavy users

A quarter of under-35 buyers purchase from online-only sports nutrition retailers

Gyms can score with a customised offering

Behaviours Relating to Sports Nutrition

Scope for collaborations between sports nutrition and mainstream brands

Recent marketing tie-ups range from BOL Foods to the Coconut Collab

Figure 37: Behaviours relating to sports nutrition products, April 2019

Figure 38: Behaviours relating to sports nutrition products, by usage of sports nutrition products, April 2019

Strong interest in personalised sports nutrition

Personalised products are rare

More clarity needed on industry regulation

Brands and retailers should be vocal about their quality controls

Attitudes towards Sports Nutrition Products

Plant-based proteins enjoy health halo among majority of users

Opportunities in gut health and driving awareness of amino acids

Scope to tap into interest in product provenance

Figure 39: Attitudes towards sports nutrition products, April 2019

Figure 40: Agreement with statements on sports nutrition products, by usage of sports nutrition products, April 2019

Scope to switch the focus away from sweet flavours

Opportunities for a "pro-ageing" proposition

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Few over-55s use sports nutrition

"Pro-ageing" approach is key to reaching seniors

Perceived Benefits of Eating High-protein Food

A diverse mix of benefits linked to eating high-protein food

Figure 41: Perceived benefits of eating high-protein food, April 2019

Figure 42: Perceived benefits of eating high-protein food, by usage of high-protein products, April 2019

Protein's feelgood factor should be key theme in brand communication

Scope to tap into the growing demand for 'mood foods'

Gut health warrants attention

Satiety is the leading benefit for women

Bone health message could boost protein's appeal among older people

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviation

Consumer research methodology

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