

CONSUMER PERSPECTIVES ON PROTEIN CONSUMPTION IN 2022



Consumer Experts, Insight Driven

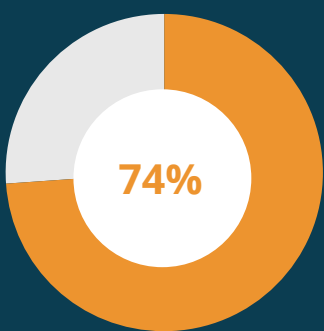
Proportion of consumers who say that they plan to eat and drink more healthily by increasing their intake of protein over the next twelve months.

34%

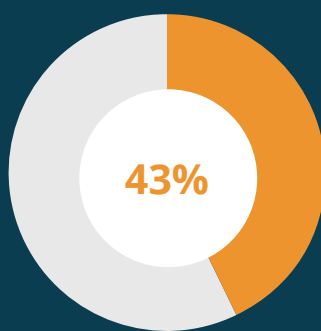


Protein is an ingredient that consumers know and trust and associate with a variety of benefits.

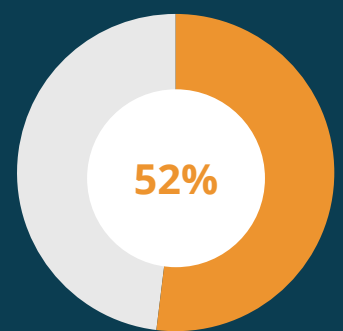
What benefits do you associate with protein in general?



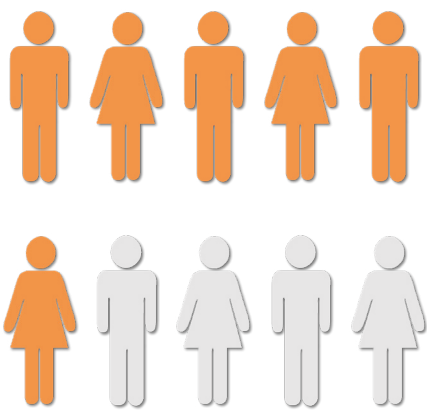
General Health & Wellness



Helps with Weight Loss



Helps me stay active as I age



Over **6 in 10** consumers say that they would like to increase the amount of protein in their diets.

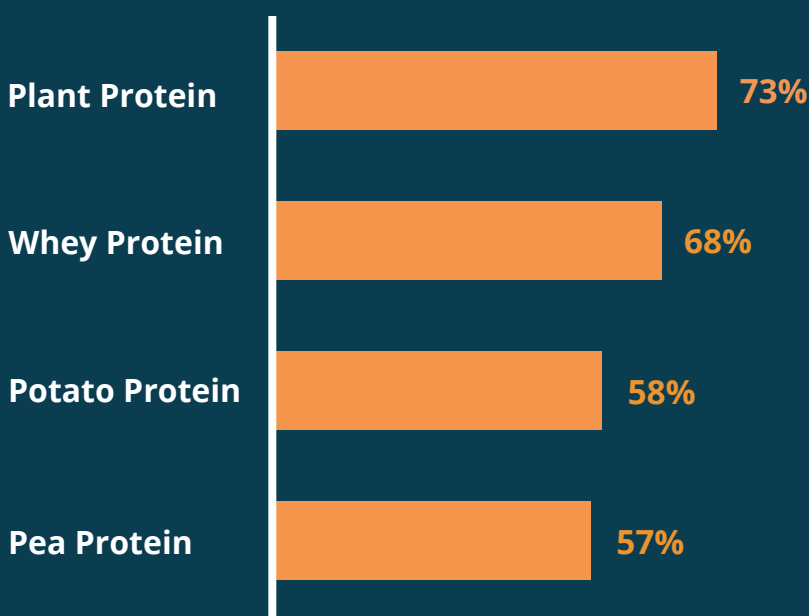
56%

of consumers who say in the last twelve months they have directly changed snacking on products such as chocolate and confectionery to snacking on high protein and/or low sugar products instead.



However, **33%** of global consumers are concerned about the texture of high protein snacks.

Proportion of consumers who say the following types of protein sources are appealing. 2021



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