

PROTEIN BEVERAGES IN EUROPE



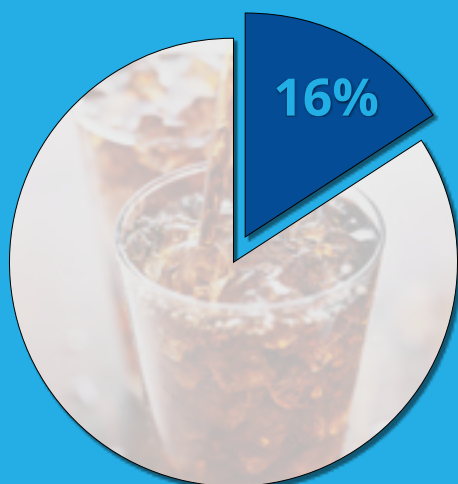
Consumer Experts, Insight Driven

The following are based on our Q4 2019 Non-Alcoholic Beverage surveys



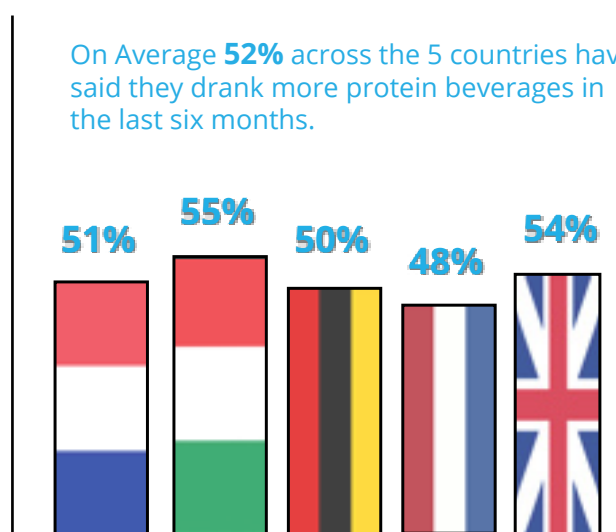
How often do consumers drink protein beverages on a weekly basis?

On Average **16%** of consumers drink protein beverages weekly.



Have consumers drunk more or much more protein beverages in the last six months?

On Average **52%** across the 5 countries have said they drank more protein beverages in the last six months.



Are consumers drinking protein drinks to offer an energy boost?

5 in 10

Consumers across the 5 countries have said they drink protein drinks for a source of energy throughout the day.



Do health boosting claims on protein drinks make it more premium?

On Average **49%** across the 5 countries believe health boosting claims make a protein drink more premium.

49%



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