

SPORTS & LIFESTYLE

NUTRITION NEWSLETTER

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Top trends: Sports & lifestyle nutrition

In the past five years, the sports nutrition category has grown significantly, with an approx. 20% increase in Europe. Among the numerous product launches, it is noticeable that within this sector sports powders are accounting for almost 50% of launches, which represents around 2,000 launches out of the 4,500 five year total.

With the largest global Sports Nutrition market share the US has been responsible for driving many of the market trends seen in Europe. However, in recent years we can see that although there is a strong correlation between the two markets, more EU brands are adjusting claims to better suit the local market. This change has been driven by a wider adoption of Sports Nutrition products, and is no longer focused solely on bodybuilding and sport. The category now, more than ever, runs into more mainstream brands. Health conscious consumers are leading the way demanding products with claims such as high protein content, low fat, low carb, vegan etc and the market has responded accordingly.

The top five European countries for sports nutrition product launches are:

- Germany
- United Kingdom
- France
- Netherlands
- Italy

Prinova offers a number of on-trend and functional ingredients with many benefits related to these top five claims, these products include: Collagen, Natural Caffeine, Curcumin and Vegan Proteins. We will now take a closer look at the individual trends related to these ingredients.

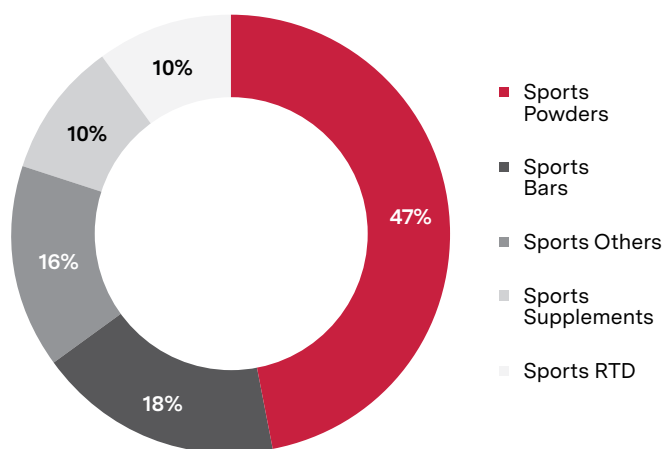


Fig 1.

Top ten sports nutrition sub-categories by product launches (%)

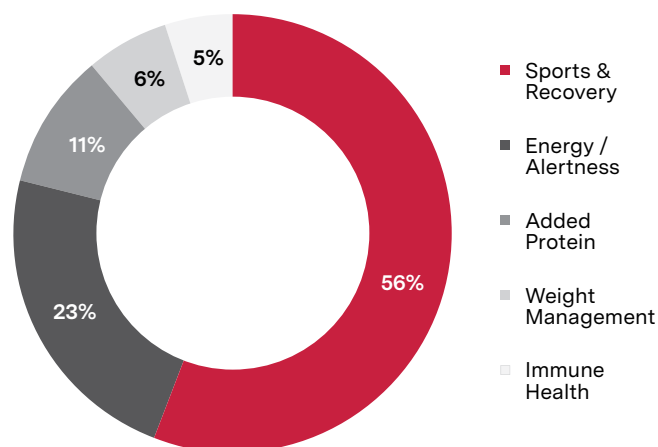
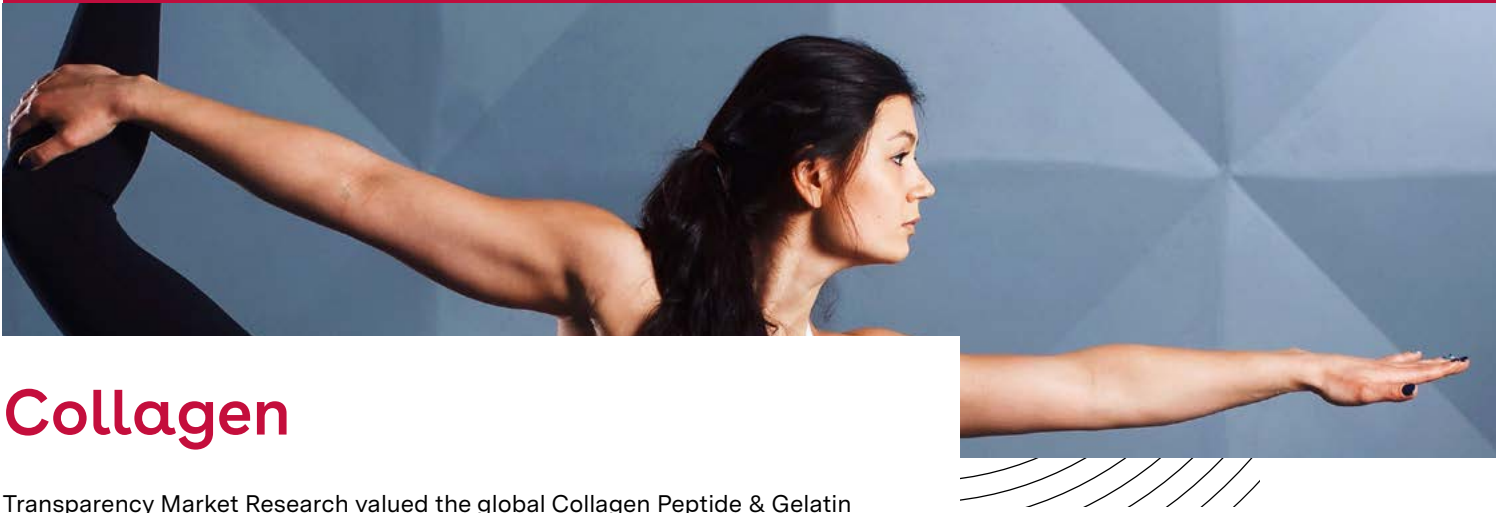


Fig 2.

The Top Five Health Claims (%)



Collagen

Transparency Market Research valued the global Collagen Peptide & Gelatin market at US\$ 5,452.2Mn in 2017 and it is expected to reach US\$ 11,156.1Mn by 2025. This is reflecting a CAGR of 9.4% during the assessment period 2017-2025.

Collagen based protein powders can now be widely found in the US and EU markets, in both sweet and savoury options. In 2019 Prinoa and Essentia Protein Solutions developed a white paper exploring the benefits of OmniBroth™, which is one of the on-trend collagen products in Essentia's range. OmniBroth has a neutral taste and odour making it the perfect inclusion for a high protein diet. This high protein content makes Omnibroth particularly suitable for sports nutrition applications where it can help contribute to strong and flexible tendons and ligaments leading to enhanced sports performance. The low fat content also makes it suitable for the Keto diet to support weight management.

Tony Gay, our Head of Technical Sales & NPD at Prinoa comments that:

“Collagen peptides are popular to support bone and joint health, with the more traditional demand coming from the sports and lifestyle nutrition industries. We are now seeing increased demand from the beauty industry to support skin health as consumers are getting savvier about the potential benefits of Collagen and demand more ‘beauty from within’ products”.

You can read more details by downloading our white paper [here](#).

Click here to see the complete Essentia range distributed by Prinoa in Europe.

Natural caffeine

Caffeine is widely known to be a good supplement for both the body and brain. For example, scientific literature published by the U.S. National Library of Medicine describes its role in enhancing physical performance, improving team sport activity and reducing fatigue.

In addition, the U.S. National Library of Medicine has published studies showing that Caffeine has cognitive benefits in aiding concentration and alertness.

Innova Market Insights' data shows that beverages with claims for Energy / Alertness are growing annually.

The main segments these claims fall under are:

- Energy Drinks
- Sports Drinks RTD
- Juices and Nectars

Caffeine, Guarana and Green Tea represent more than a 50% market share of the listed ingredients to support increased Energy/Alertness.

According to Mintel, consumers would prefer drinking energy beverages or shots made with all-natural ingredients. Prinova offers a number of alternatives to synthetic caffeine such as Green Tea, Green Coffee Bean, L-Theanine, Yerba Mate, Ginseng and Guarana Extract. These ingredients are suitable for all sports nutrition applications.

Prinova are the European distributor of the ActiveTR range from AnaBio Technologies Ltd. Fitting well into both the 'energy and alertness' and the 'sports and recovery' top five product claims, the ActiveTR micro-encapsulated Natural Caffeine allows delayed release (over several hours) to avoid over dosage and blocks the bitterness of the caffeine in different applications. ActiveTR is suitable for use in a range of applications including bars, gels, gummies and beverages.

To see the whole ActiveTR range available from Prinova [click here](#).





Vegan proteins

Vegan proteins are growing exponentially. Fitting well into all of the top five product claims, not only vegans but also vegetarians and flexitarians are willing to try new protein sources with a high amino acid profile and protein content.

Mintel have identified that, many 'new' sources of protein are entering the marketplace, such as pea protein and rice protein, which are gaining in popularity. Soy is in the top three most popular protein types followed by Grains (such as Rice) and Legumes (such as Pea) which are gaining traction in many Western European countries such as Germany. However, Soy is still leading the market share of the vegetable proteins due to its suitability in a diverse range of applications.

Allied Market Research expect the global Pea Protein market to reach \$176 million by 2025 at a CAGR of 23.6% compared to 2018. The main application predicted to support this dramatic growth is dietary supplements.

In-line with this growing trend, Prinova offers a wide range of plant based proteins such as Pea, Pumpkin, Rice, Mung Bean, Fava Bean and Soy, plus plant protein blends. Our Proteins are suitable for not only Sports Nutrition, but also Bakery, Meal Replacements, Meat & Meat Substitutes, Beverages and more. Talk to our formulation experts to help find a bespoke solution for your application.

“We know it is a slow burning trend for consumers to adopt new sources of protein, but studies are proving that a blend of plant-based proteins can deliver similar levels of amino acids and be better digested by the body in comparison to dairy proteins for instance. We are aware that taste is a challenge - as an example, pea protein has quite a strong flavour profile - so we have developed a masking kit with a number of different flavour maskers formulated to reduce and suppress the strong flavour associated with the majority of plant proteins”.

- Milena Ferrari, Marketing Specialist for EMEA at Prinova.



Curcumin

According to Allied Market Research the global Curcumin market is expected to reach US\$ 104.19 million by 2025 which would deliver a CAGR of 8.9% for the 2018 – 2025 period.

The Top 5 European countries launching Food & Beverage products containing Curcumin (Turmeric) are:

- United Kingdom 44%
- Germany 18%
- France 17%
- Netherlands 16%
- Belgium 17%

Thanks to Curcumin's healing properties, mainly related to brain health, the curcumin market for supplements is also growing. According to Innova Market Insights, in the last five years there were 3,567 Curcumin/Turmeric product launches in the supplements category globally.

Data from Innova Market Insights also shows that Curcumin is mainly being used within the 'sports and recovery', 'energy and alertness' and 'immune health' product launch categories. Within these categories, the main claims for Curcumin are to support:

- Eye Health
- Health / Wellness
- Heart Health
- Immune System Health
- Skin Health

In a recent independent study, Sabinsa's black pepper extract BioPerine and its turmeric extract Curcumin C3 were proven to work well together to help modulate body fat accumulation in obese mice. Although not directly translating to human nutrition yet, this is the kind of exciting research which will continue to keep Curcumin a trending ingredient throughout 2020.

Prinova is the European distributor for Sabinsa's Food & Nutrition range of extracts.

See the full list [here](#).

Prinova is your strategic ingredients partner

Don't see a product listed? Please ask!

Learn how we can help you formulate your next
successful product.

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