



PROTEIN POWDER PREFERENCE

Consumer Insights for Protein Innovators



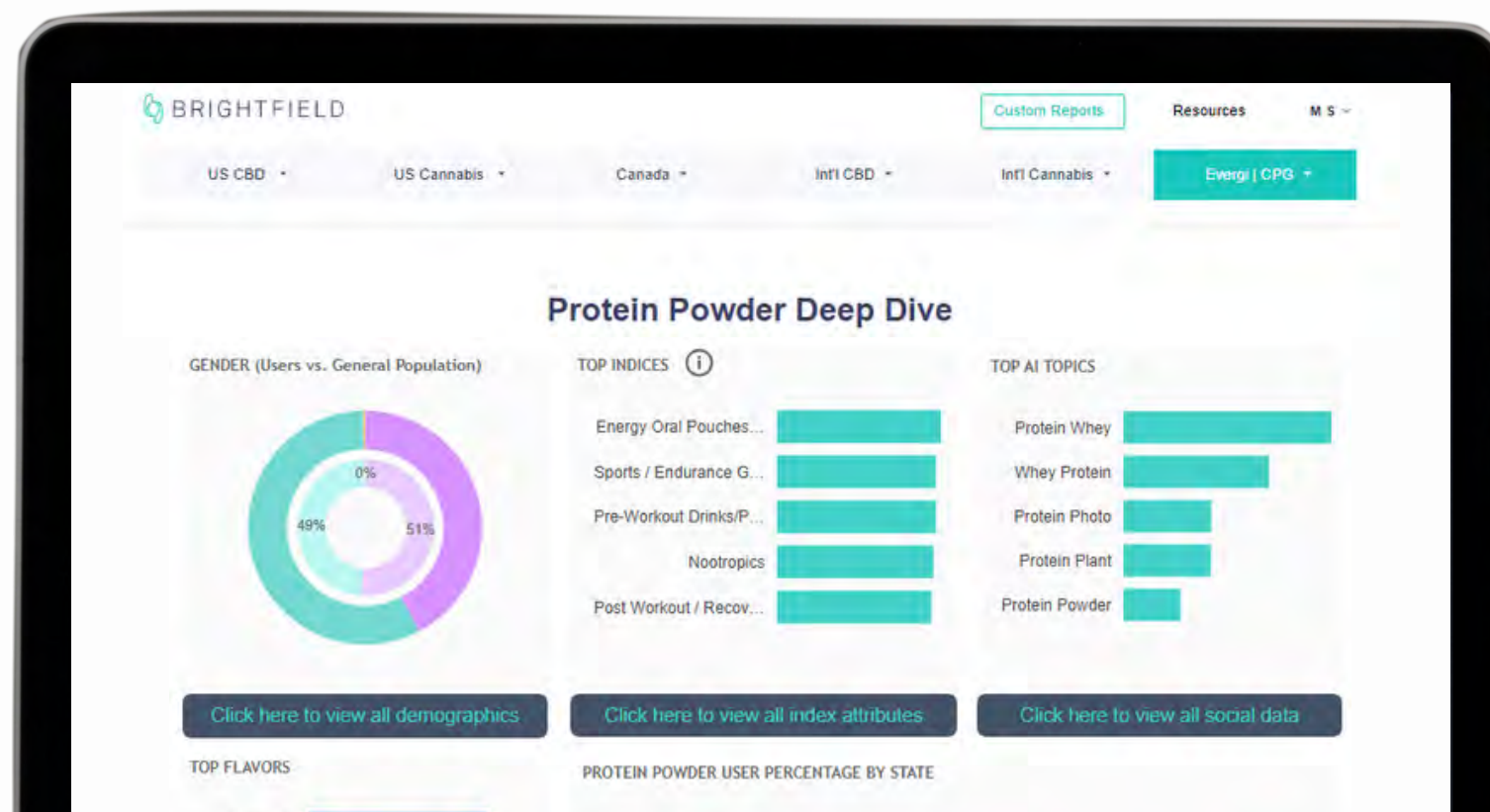
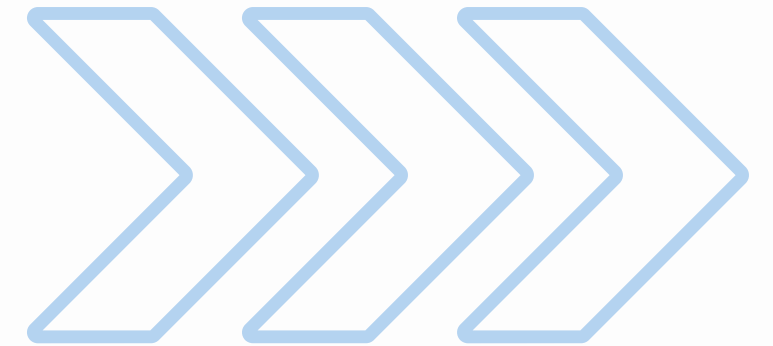
2023



Consumer Insights that Connect

Get unmatched visibility into who your consumers are to drive sales, loyalty and brand awareness.

Brightfield is the best source for actionable consumer insights. We help companies develop successful products that meet customers' ever-evolving needs. Innovators use our data to stay on top of emerging categories using social listening and survey data in a user-friendly platform.



About Us

Brightfield Group is the leading social listening-enabled research firm serving the global cannabis, CBD, and emerging wellness industries.

This is a **FREE** report

This report includes just a fraction of the data and insights in Brightfield Group's **Protein Powder Deep Dive**.

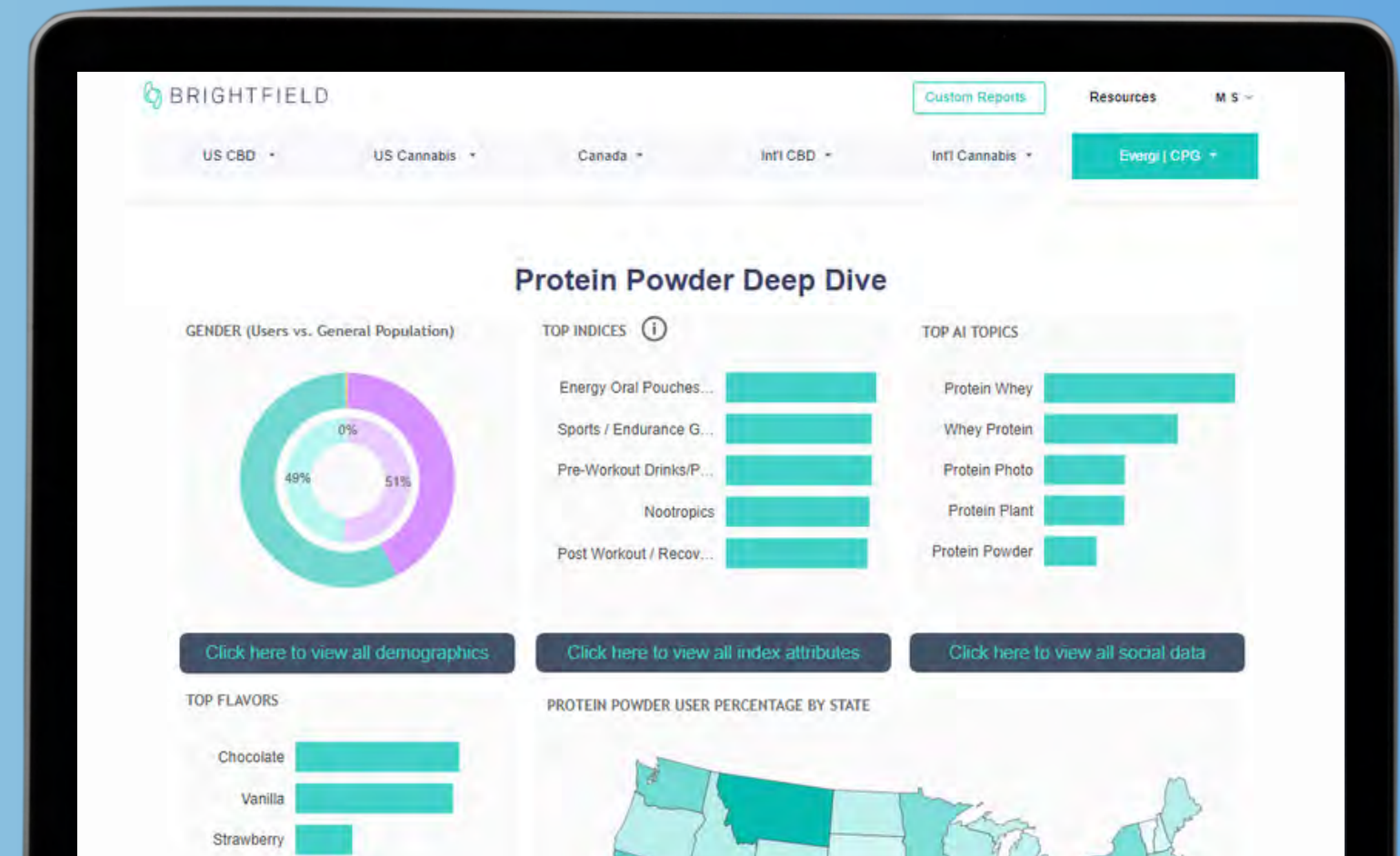
Contact Brightfield Group for access to the platform.

Protein Powder Deep Dive Includes:

- Demographics and attitudes of protein powder users verses the general population
- Social listening data exploring the conversations being had around protein powder on social media
- Detailed data on protein powder consumption habits, including preferred flavors, ingredients, and reasons for using protein powder
- Protein powder brand awareness, purchasing, and loyalty



Get in Touch!



Year-over-Year Protein Trends

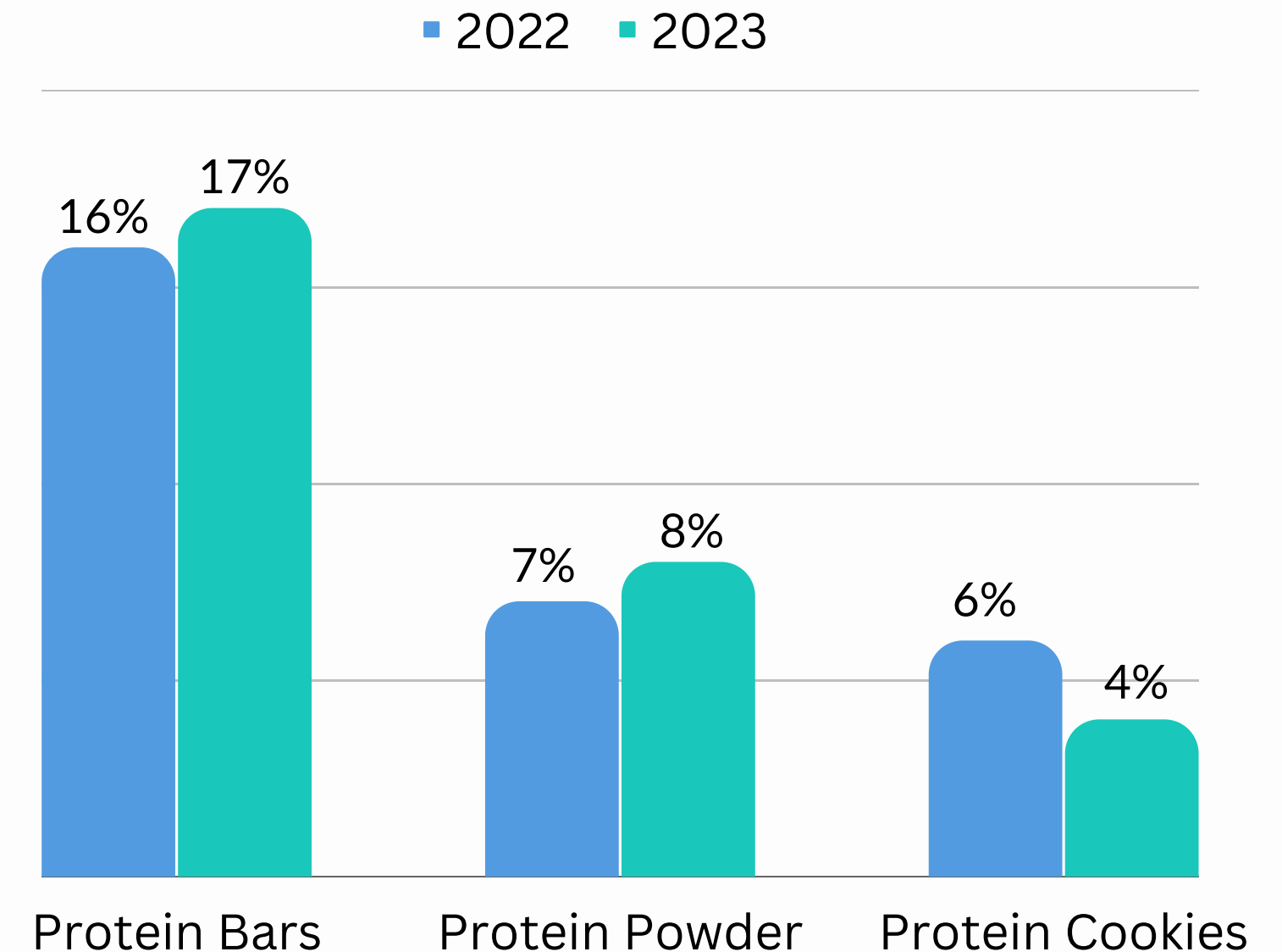
Many protein products have hit the market, but two have widely succeeded

Protein bars and powders are the most popular protein supplements on the market. Protein bars have the most established presence, offering convenient and portable protein on-the-go.

Protein powder is gaining popularity, seeing 20% more purchasers years over year. Not just for bodybuilders, protein powder comes in a variety of forms, including whey, casein, and plant-based options like pea and soy protein.

Protein junk foods, like cookies, lost popularity year over year, indicating the novelty of adding protein to anything and everything may be slowing down.

% of Americans Purchasing Product



**HUNDREDS MORE PRODUCTS IN BRIGHTFIELD'S
U.S. CONSUMER INSIGHTS DATA**



Who is the Protein Powder Purchaser?

Protein products have a broad appeal, with consumers of all ages and backgrounds incorporating them into their daily routines. However, Brightfield Group consumer insights reveal who the protein powder consumer is most likely to be, and allows brands to target specific segments based on demographics, attitudes, and needs.

Demographics:



skew male
57% are male



likely to be under 50
75% are between 21-49 years old



live in urban area
37% live in a city



tend to have a spouse
56% are married



higher income
47% in upper income bracket

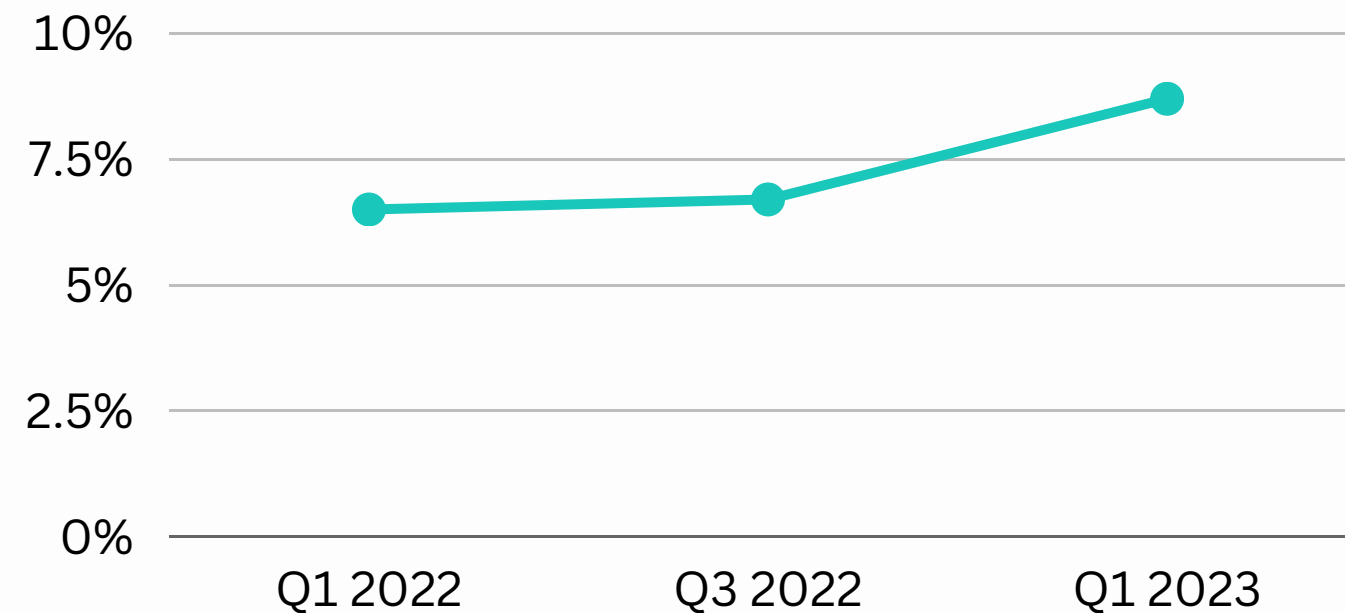


Highlight: Women Purchasing Protein Powder

Into 2023, Brightfield Group observed increased protein powder use among women consumers. Recently in the media, there has been a focus on the benefits of protein powder outside of bulking up, including an emphasis on weight loss benefits, overall improved health, and lean muscles.

Looking to social listening data, women have been posting more online about protein powder over the past year too. These new talking points appear to be attracting women to the category - from Q1 2022 to Q1 2023, women's protein powder purchasing increased by 34%.

Women Purchasing Protein Powder

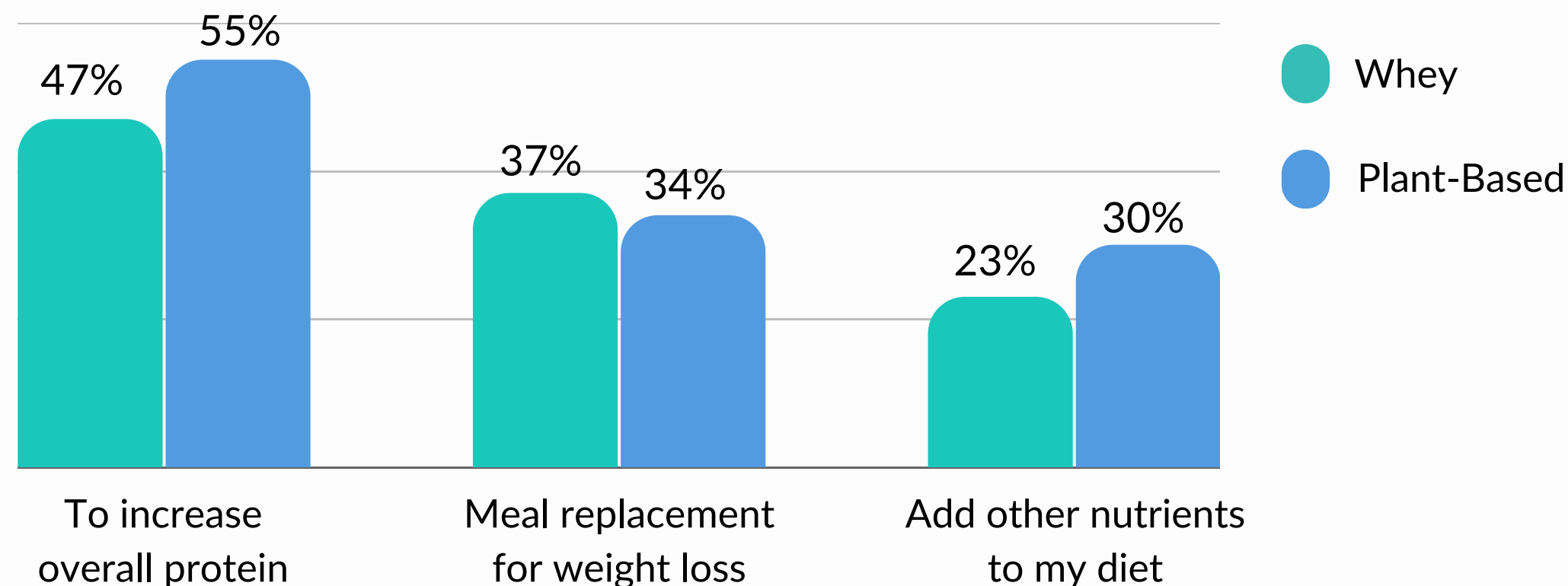


Why Use Protein Powder?

Increasing the protein in their diets is the #1 reason, but the answer varies by type of protein used

Protein powder's many forms draw distinct segments of consumers that are turning to the product for a variety of reasons. Those using plant-based proteins are more likely to say they use the product to "add nutrients to my diet," whereas whey protein users are more likely to use it as a "meal replacement while trying to lose weight."

Whey vs. Plant-Based Protein Powder Uses



MORE ANALYSIS ON PLANT-BASED vs. WHEY CONSUMERS IN THE PROTEIN POWDER DEEP DIVE

Protein Powder Conversations

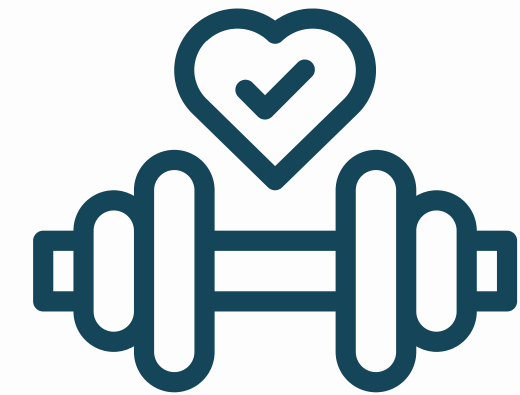
Social listening-enabled consumer insights provide a detailed view into how consumers talk about protein powder online

Social media has become an influential platform for promoting products and engaging with consumers. Protein powder manufacturers, fitness enthusiasts, and everyday consumers regularly post about protein powder products

The main topics of conversation: **exercise and holistic wellness**. It's no secret that protein powder is a game-changer when it comes to building muscle, making it a must for hardcore athletes and gym enthusiasts.

However, protein powder can also play a significant role in developing a holistic wellness practice by providing essential nutrients and supporting overall health. This includes things like promoting weight management and increasing energy levels. Consumers often encounter content emphasizing these benefits, among others.

Protein Powder Topics



45% Exercise



34% Holistic Wellness

Social media platforms are flooded with eye-catching photos, videos, and testimonials showcasing different flavors, recipes, and innovative ways to incorporate protein powder into consumer's diets. Brands often collaborate with fitness influencers, who endorse their products through personal testimonials, workout videos, and recipe creations.

Everyday consumers are sharing their questions and thoughts online as well. Through social listening, we can understand both what consumers are saying and the messages they are being exposed to.

Flavor Feedback on Twitter



Influencers on Instagram



skjaldmaer.journey Instead of creamer , I add vanilla milkshake to my coffee. It's a win win because then your sneaking in that protein and it taste Amazing !!
#redcon1 #mrelite #proteinpowder #proteincoffee
#coffee #macrocountinglife #proteincreamer
#vanillamilkshakeprotein #gettingmydaystarted
#gymdays #fitnessgoals #getfittogether
#fitnessjourney #womensfitness #womensprotein
View all 4 comments

Product Recommendations on Reddit

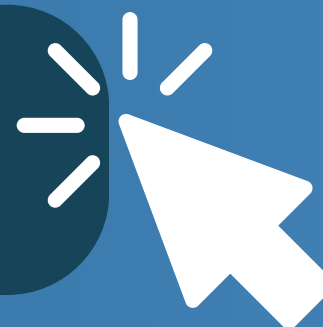




How aware are consumers of your protein powder brand?

Get the Brand Funnel in Brightfield Group's Protein Powder Deep Dive

Get in Touch!



About Brightfield Group



Brightfield Group is the leading social listening-enabled research firm serving the global cannabis, CBD, and emerging wellness industries.

We combine traditional research expertise with AI-integrated social listening to provide a deeper level of consumer insights.

Marketing, innovation, and insights leaders have trusted us to help drive customer-centric strategies since 2015.

Learn more about our data at www.brightfieldgroup.com