

# The Grocer

## Focus On: Protein

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For the first year in a while, Brits have been free to pump iron. With lockdowns a distant memory and the gyms reopened – and many saying they are more conscious of their health than before – the opportunities for protein seemed strong over the past year and going forwards. But that’s without reckoning with the cost of living crisis, which is forcing many people to reprioritise their spending. So has the return of exercise been the boon to protein that was promised? Will Brits scale back their intake as they look to cut costs? And will suppliers’ enthusiasm for adding protein to food waver?

**On the go:** Travel formats for protein supplements got a kick from pandemic restrictions easing in the past year. How useful did it prove? And what are industry expectations for the coming year?

**Health benefits:** Brits’ claim to be more conscious of health since the pandemic. How is this translating into protein sales?

**Broadening audience:** The Women’s Euros was the latest milestone in female sport, with England’s performance capturing the attention of much of the UK. How are protein suppliers capitalising on broadening audiences for sport and exercise?

**Channels:** What is the state of play for protein subscriptions and online sales? How are they targeting consumers?

**Innovations:** We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each