



10 charts that explain UK attitudes to... protein shakes

Think RTD protein shakes are the sole preserve of muscle-bound gym goers? Think again. These 10 charts illustrate the diverse reasons for buying protein shakes, and highlight opportunities for retailers looking to cash in on protein's pulling power.

"Consumers are much more aware of how much protein they need," says Glanbia Performance Nutrition general manager Jessica Watson, pointing to **chart 2**, which reveals over three-quarters of respondents want to consume more protein.

Protein bars and shakes are go-to post-exercise products for the people we polled: 52% plump for bars and 50% go for shakes, making them most popular (**chart 4**). Our research also reveals a clear opportunity for retailers to realise big sales gains.

"Although most people plan purchases, 75% buy RTDs to drink there and then, showing that placement in chillers in on-the-go sections front of store is crucial for retailers," says Watson (**chart 5**). "Currently, 53% state RTDs are difficult to find and when asked what would make them consume more, a third say if they were kept chilled in prominent areas in store (**chart 10**)."

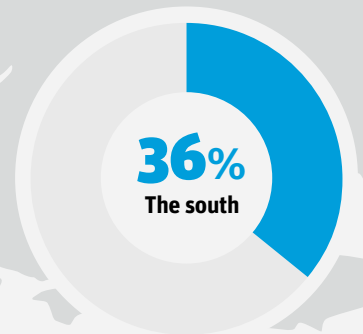
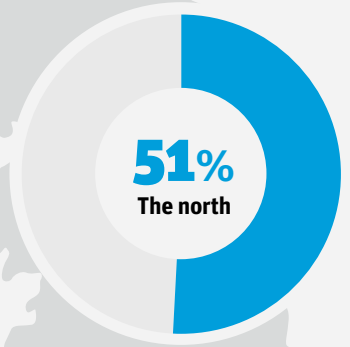
Protein's power isn't only as a post-exercise pick-me-up, either. While 48% of RTD shoppers drink them to aid recovery post-exercise (**chart 7**) – a figure that is highest among men (**chart 8**) and those in the north (**chart 1**) – staying fuller for longer (40%) and keeping people going (38%) are second and third.

"It's great to see that consumers understand the satiety benefits protein brings," says Watson. "RTD protein shakes meet a wide array of health needs; the opportunity lies in helping people meet their more general lifestyle goals as well as their fitness goals."

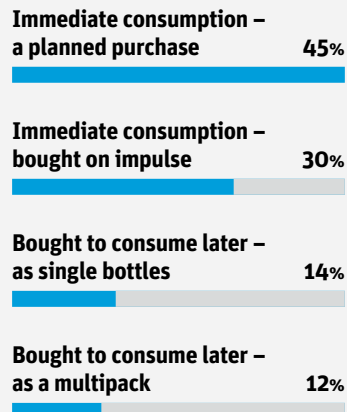
Indeed, **Chart 9** shows the benefits of protein content are just as important as taste. And **chart 6** hammers home a final point to retailers: RTDs are best served chilled!

Source: Toluna/Harris Interactive survey of 529 UK consumers who purchase/consider purchasing RTD protein shakes

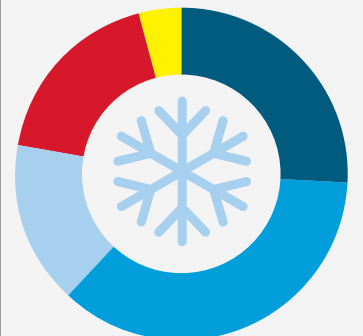
1 Where in the UK are people most likely to use RTDs after exercise?



5 How do people tend to purchase RTD protein shakes?

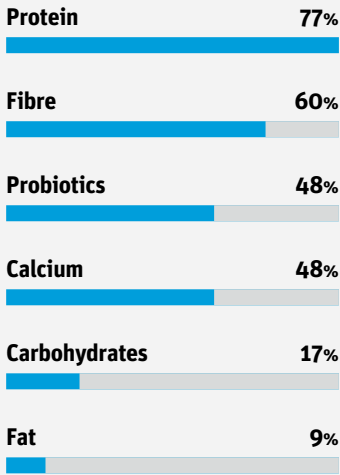


6 Do shake shoppers think RTDs must be chilled when they buy?

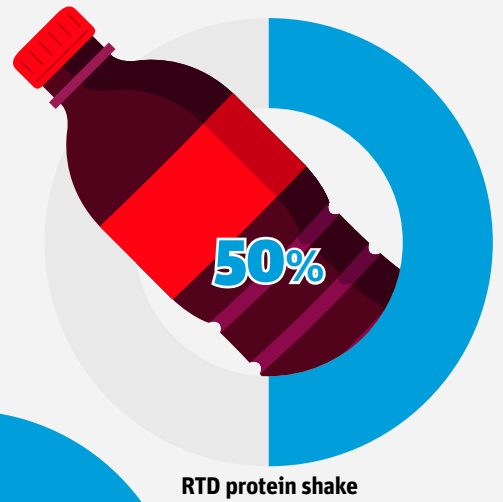
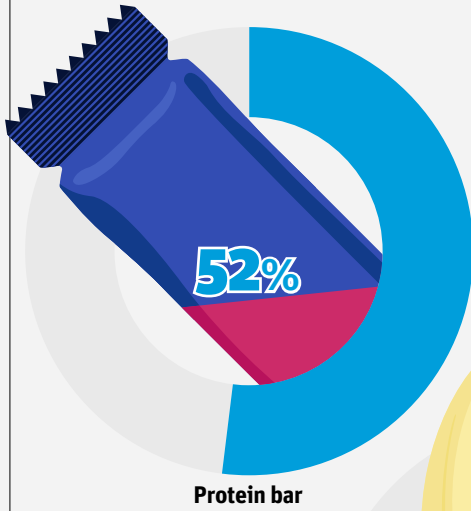
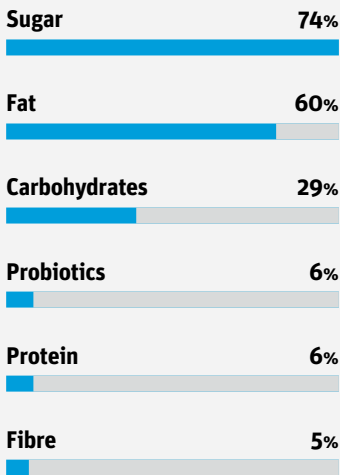


Strongly agree _____ 26%
Somewhat agree _____ 36%
Not bothered _____ 16%
Somewhat disagree _____ 18%
Strongly disagree _____ 4%

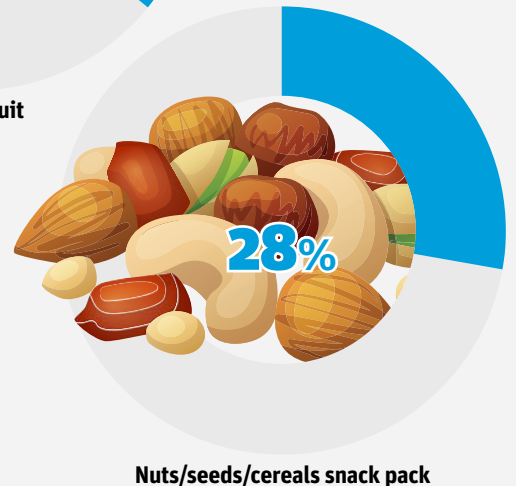
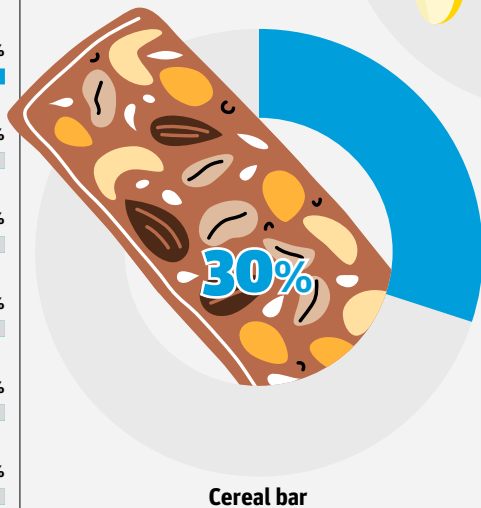
2 Which nutrients are people generally trying to consume more of?



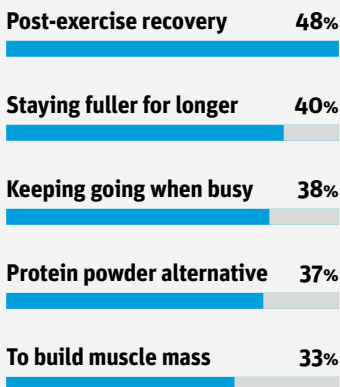
3 Which nutrients are people generally trying to consume less of?



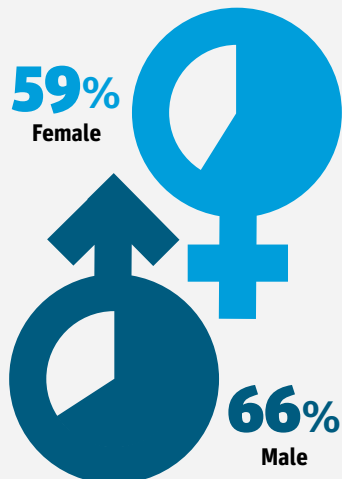
4 What are the most popular post-exercise snacks?



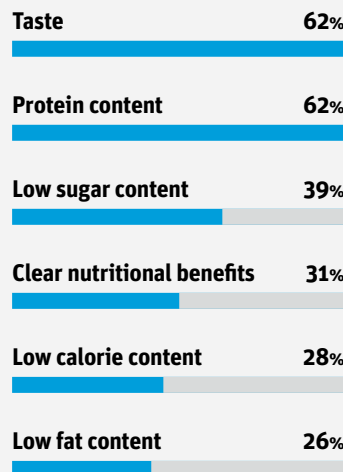
7 What are the top reasons for buying RTD protein shakes?



8 Which gender is most likely to prioritise protein content?



9 Which product attributes matter most to RTD shoppers?



10 What would convince people to buy more RTDs?

