

# The Grocer

Focus On: Protein

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From [high-protein banana pancakes](#) to [protein-packed sourdough](#) and [protein-loaded coffees](#), protein is making inroads across grocery aisles, with a wealth of NPD in the last 12 months. The category appears to be picking up pace from pre-pandemic highs. So what's behind this wave of innovation? How much has consumer demand for protein picked up in recent months? And for how long can it sustain momentum?

**Innovations:** Which categories are seeing the bulk of protein NPD? Which brands are leading the way? Why has added protein become so popular in sweeter foods – does it convey a health halo?

**Ingredients:** What are the most popular protein sources? How do these fit into consumers' dietary needs and allergy concerns? How often are protein-added foods ultra-processed – and is this a concern for brands?

**Sports nutrition:** If protein-added foods have entered the mainstream, where does this leave the gym-focused brands? How are they responding to the protein trend?