

PROTEIN DRINKS

FIVE
REASONS
WHY



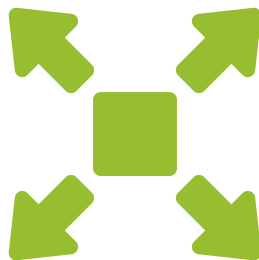
1

PROTEIN IS IN DEMAND

Consumers are prioritizing protein as a key nutrient for energy, satiety, weight management, and overall wellbeing.



2



EXPANDING THE PROTEIN CATEGORY

Fruity protein drinks help break protein out of the gym and into the mainstream.

3

FRUITY PROTEIN DRINKS

offer a lighter, more accessible format that appeals to a broader audience.

- Busy professionals
- Teens and Gen Z
- People focused on healthy aging
- Flexitarians



4

TRENDY LAUNCHES

Claim „High Protein“ in non-alc bev product launches global:

+300%

during the last decade.

excl. meal replacement drinks

SOURCE: MINTEL GNPD

5

ALL-DAY & ANYWHERE

A snack, post-workout refreshment, or even a meal complement.

Ready to drink.



esarom
YOUR
PARTNER
IN TASTE.

ESAROM GMBH
AUSTRIA
2105 OBERROHRBACH
ESAROMSTRASSE 51
OFFICE@ESAROM.COM
T +43/22 66/804 44-0
WWW.ESAROM.COM

Ingredient claims are intended exclusively for B2B use and do not imply regulatory approval. Local regulations must be consulted to confirm the admissibility of ingredients and claims within relevant product categories.