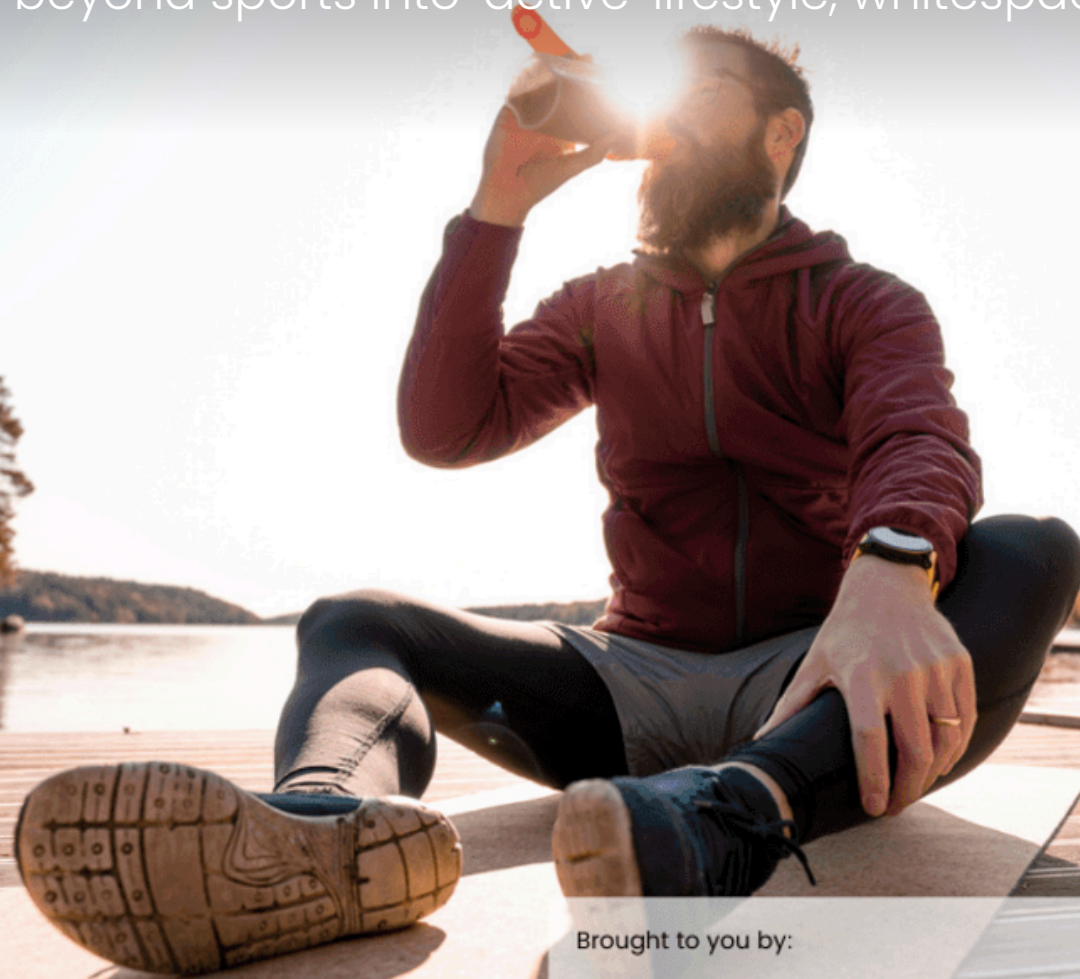


Exploring the expanding sports nutrition market



Introduction

As the category goes beyond sports into 'active' lifestyle, whitespace is opening for innovative firms



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Resonating with the 'new normal,' the sports and active nutrition market has seen steady growth throughout the pandemic, with consumers seeking solutions to fuel their bodies and minds for physical and mental performance.



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In 2021, the global sports nutrition market was valued at US\$40 billion with expected growth to expand at an 8.5% (CAGR) from 2022 to 2030¹. North America dominated the market, accounting for over 45% of global revenue², while Europe accounted for a significant share with an expected growth rate of 7.7% (CAGR)³. Additionally, according to Mordor Intelligence, the Asia Pacific market is experiencing growth at a rate of 9.8% (CAGR) from 2016–2026, largely due to the increasing demand for sports drinks.⁴

Regarding product type, post-workout products accounted for over 35% of revenue in 2021, facilitated by the continuing growth of alternative and plant-based protein solutions.⁵ Moreover, rising awareness of

the benefits of supplementary ingredients, such as glutamine and branched-chain amino acids (BCAAs), also spurred growth. Rick Miller, associate director of specialised nutrition at Mintel, agrees, noting consumer demand for protein has grown, even while other categories, such as sports drinks, have diminished in sales. Partly due to purchasing trends towards naturalness, still water and other beverages have marginalised traditional sports drinks, not least because of wider industry trends towards reducing sugar, which, as Miller says, is “hard to compete with when your main ingredient is sugar.” Additionally, in terms of product formulation, the powder segment holds the largest share of revenue, accounting for over 40% in 2021.

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Consumer interest:

Category draw & pandemic impact



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hen asked about consumers' expectations, Jaume

Reguant, healthcare director at Bioiberica, highlights that many are looking for quick and easy-to-consume solutions which offer multiple health benefits with increased functionality. As such, brands have responded by developing innovative solutions which facilitate the core principles of fuelling, hydration, and recovery, while also adding vitamins and micronutrients.

Furthermore, Reguant says targeted products are increasingly incorporating several ingredients at once, citing next generation proprietary blends like native type II collagen, alongside well-known ingredients like glucosamine and chondroitin

sulfate as examples. Eva Criado, communications manager at Pharmactive Biotech, also says performance consumers are demanding products which improve cognition and focus, outlining saffron extract as an

ingredient of interest.

Maria Pavlidou, marketing communications director at the Healthy Marketing Team agrees, highlighting that performance goes beyond the traditional

principles of fuelling, hydration, and recovery. Consumer expectations are now more holistic, encompassing physical and mental balance, with sports nutrition as an all-encompassing health category



Vitafoods Insights Monthly
Thematic Panel Discussion

Sports Nutrition

[Exploring sports nutrition market trends, regulatory front-of-package labelling and commercial strategies – video](#)



and the term 'performance' being highly malleable. This is consequential of a new phase of health post-COVID, with rising health-consciousness being a side-effect of the pandemic, making consumers more interested in physical activity, and thus, sports nutrition products generally.

Asked about the impact of the pandemic, Miller echoes Reguant, citing that the "work-from-home, exercise-at-home, tired-of-home cooking" paradigm shifted consumer needs towards convenient, no-fuss meal replacements and protein-rich powders and bars. Additionally, the need to support energy levels throughout the day thrust pre-workout powders and energy drinks in front of new consumers, increasing sales further, despite

a global increase in liquid milk costs impacting whey protein price.

Furthermore, the pandemic increased consumer interest in immune health. Criado confirms this, noting ingredients such as vitamin C and D are becoming common in sports supplements. It goes without saying that proven immune health supplements will be beneficial to athletes overall, but as Michael Bentley, president at SierraSil Health highlights, it is too early to see completed research that supports the cross-over benefits of sports nutrition and immunity. Regardless, he notes the importance of brands investing in research to improve the efficacy of their products and reputation of the industry.



Collaboration serves a shifting market



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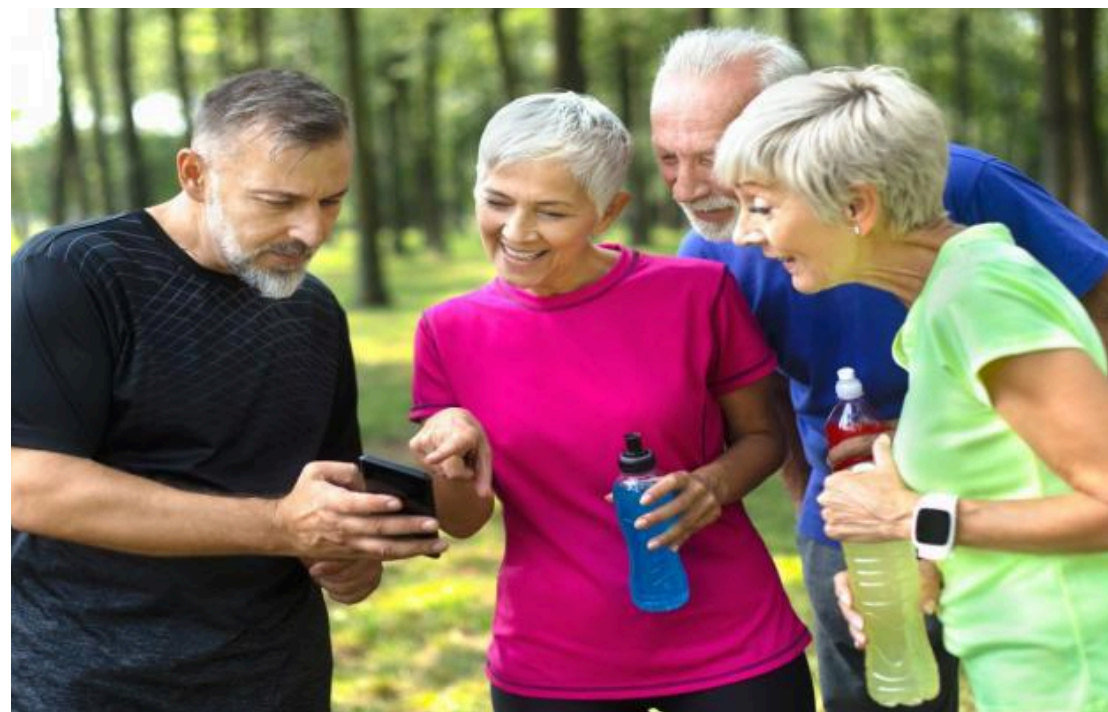
hile it is common knowledge that the traditional

demographic for the sports nutrition sector has shifted, new challenges remain. And with so many converging markets, it can be difficult choosing which part of the sector to focus on. Some areas of the market remain consistent. For example, Tony Gay, technical sales specialist at Prinova, highlights younger consumers—men in particular—as continuously attracting products that target energy boosts and mass building.

Interestingly, Gay notes that nutritional principles for women are becoming increasingly similar, largely due to the evolving notion of what it means to look good. Brands such as Gymshark have

pioneered an image more cognisant with muscle definition, making women look towards supplements associated with muscle building, such as BCAAs and pre-workouts with creatine.

And while consumer motivation and interest in products varies, the underlying reasons for supporting one's health do not differ greatly between demographics, cites Reguant. Thanks to increasing proactive health mindedness, consumers are striving to optimise health at every age, recognising the consequential effects of inactivity and poor health. Moreover, he notes that brand owners should recognise that today's consumers are savvy, with many increasingly researching quality and efficacious products before



The evolution from 'Sports' to 'Active' nutrition

making a purchasing decision. They also look for recognisable ingredients which ensure credibility, with over half of consumers globally saying that science-backed ingredients are important to them when purchasing products.

For brands looking to innovate in the sports nutrition space, partnership and knowledge-sharing are becoming crucial, especially when formulating complex ingredients. As such, organisations should look towards trusted partners to provide analytical and

healthcare specific insights when formulating products. Liat Simha, founder of NutriPR, says many brands are seeking and incorporating health professionals within their product development strategies. However, many healthcare professionals are sceptical about supplements for sports, either due to perceived quality concerns or actual benefits, notes Bentley. At SierraSil®, Bentley has addressed these concerns with regulatory compliance, third party certification—through Informed Choice—and quality research.

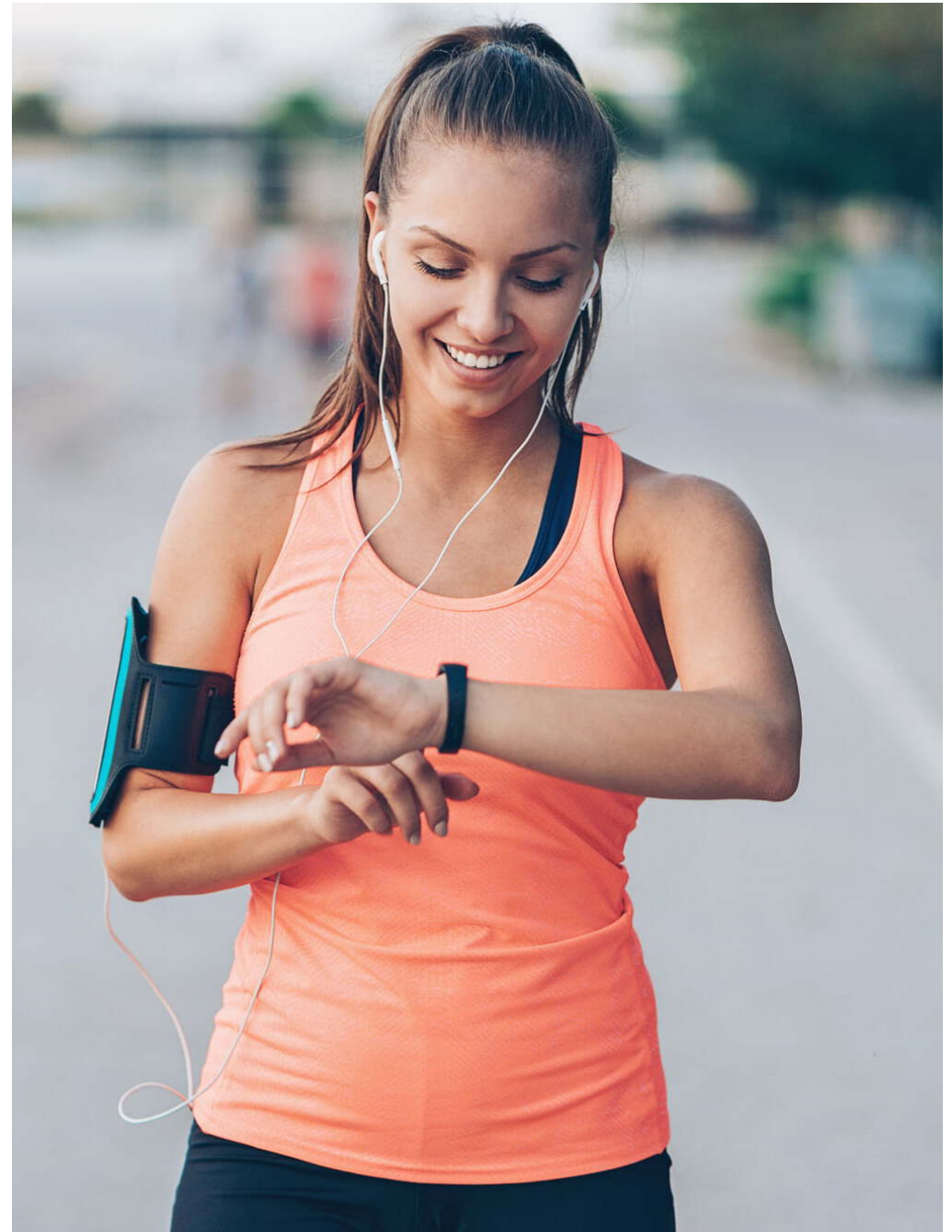
Another option is to look towards personalisation. Pavlidou outlines that looking towards exercise type and fitness goals may be the way forward—something

“ Big opportunities in wearable tech and personalised nutrition

Maria Pavlidou

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traditionally done at the elite level of the sector. Aided by the “big opportunities in wearable tech and personalised nutrition,” this is becoming increasingly possible, with companies such as Mixfit and Hexis offering tailored solutions to active consumers and elite athletes alike. Moreover, wearables provide athletes with the opportunity to conduct N-1 studies on themselves, something which SierraSil® has been experimenting with WHOOP bands, supplementation, and recovery.

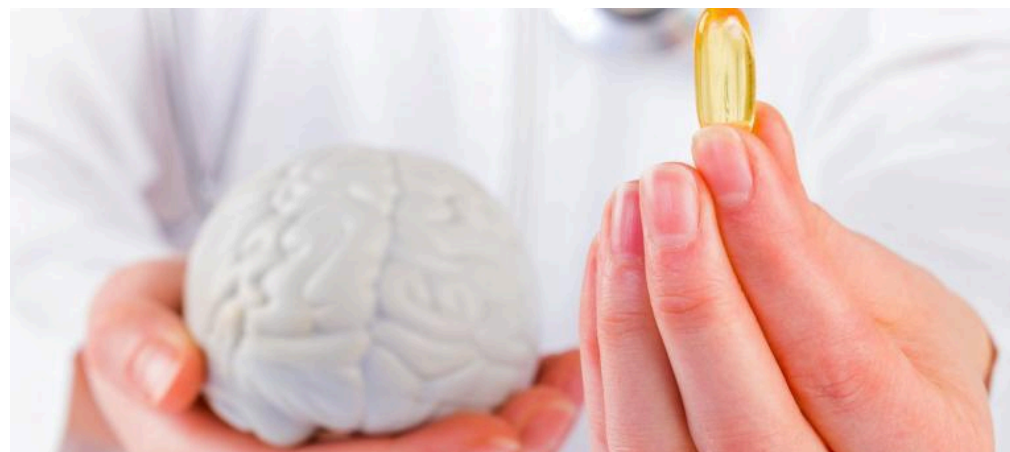


Innovation in ingredients



Amongst those asked, there was a consensus that cognitive health and microbiome-related products are going to be a huge area for innovation. First, as noted in last year's [Cognitive Health Report](#), cognitive health products such as nootropics—supplements focused on cognitive enhancement—are increasingly entering the market with more than half of sports nutrition brands developing products that target cognitive function. Partially due to the rise of esports, this has resulted in the convergence of markets, with the category experiencing exponential growth, Miller says.

This was especially pertinent during the pandemic where esports consumers accounted for the significant decline in



Brain health innovation is being driven by nutrient combinations, according to Dr Manfred Eggersdorfer

traditional sports product use. For instance, where traditional athletes were not consuming energy drinks, 38% of Germans said they consumed them while playing video games. Additionally, the quick evolution of the esports category has had a knock-on effect within the wider industry, increasing research efforts due to the larger consumer base. E-consumers—who traditionally consumed energy drinks—are

now seeking ingredients akin to traditional sports consumers, covering areas like mental stimulation, physical fatigue, relaxation, and recovery, says Pavildou. One area of considerable potential includes adaptogenic ingredients. For example, a recent review highlighted that *Rhodiola rosea*—which has been shown to influence the release of stress hormones in normal populations¹—also has the

potential to reduce oxidative stress and muscle pain, while improving muscle recovery during training and explosive power in athletes². However, as noted by the International Olympic Committee (IOC), there is a “pressing need for randomised controlled trials” with sufficient participant numbers to enable more conclusive results on athletes³. And although the pandemic stalled studies during the last two years, it produced a plethora of scientific reviews and meta-analyses which should spur future efficacious research.

This convergence of markets is consistent with the notion that consumers are seeking overall holistic health. Accordingly, another example is astaxanthin—traditionally used

for healthy ageing—which has been shown to provide diverse benefits, says Liat Shemesh, head of marketing at Solabia-Algatech Nutrition, including for endurance and exercise performance. For example, a recent study conducted by a consortium of universities in the UK concluded that supplementation of 12 mg·day⁻¹ astaxanthin for seven days “provided an ergogenic benefit to 40km cycling time trial performance” and enhanced whole-body fat oxidation rates in the final stages of such activity⁴.

Secondly, the gut microbiome has been permeating the sports nutrition sector for several years now. Pavlidou says this is one of the most innovative areas to keep an eye on, fuelling a new wave of sports and F&B



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supplements. Criado highlights a collaborative study that outlines how the interconnection between the gut microbiota and aerobic sports performance depends on exercise intensity and training type⁵. Despite concluding that probiotics—mostly—have no proven effects on direct performance, the review

outlined that probiotic supplements may improve oxidative and inflammatory markers, something which could ultimately improve recovery. Furthermore, the authors outline a different study which highlights a potentially new generation of probiotics⁶. Identified as belonging to the *Veillonella* genus, these bacteria feed on lactic acid while producing propionate which has the potential to increase endurance capacity⁷. They were first identified in elite athletes’ microbiome while undergoing exercise and have shown promising results in mouse performance models. Consequently, the first study’s results highlight an integrative approach which may prove beneficial to personalised nutrition companies, allowing them to tailor sports specific

programmes based on microbial composition correlated with intensity and training type. Moreover, microbiome-based solutions for both health and performance could be developed which provide a higher ecological validity, should training type and intensity be used diligently, allowing for a “consortium of species for a given metabolic outcome.”⁵

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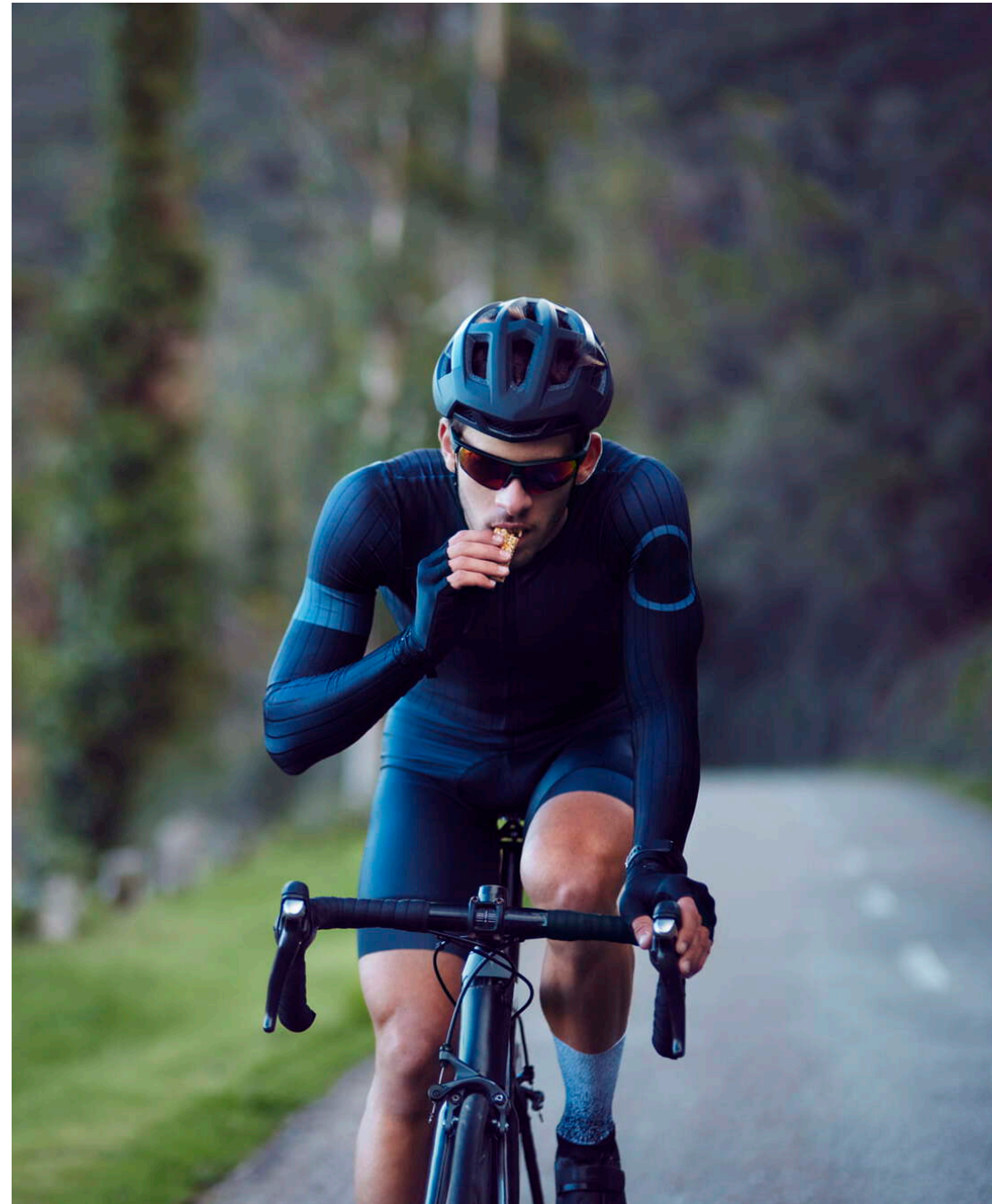
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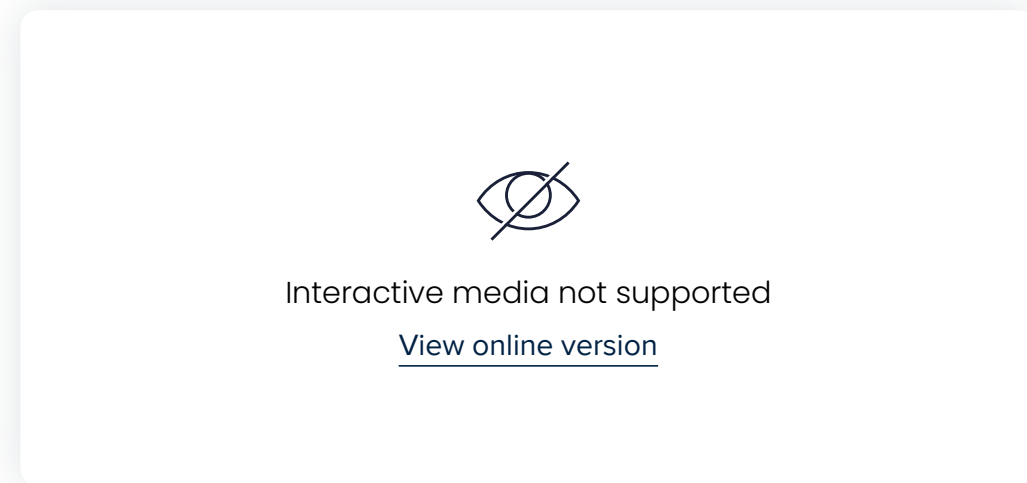
Regulatory considerations



The EU's regulatory framework towards the sports nutrition sector has been largely stable in recent years. However, Dr Adam Carey, chair of the European Specialist Sports Nutrition Alliance (ESSNA) warns of challenges ahead, citing the European Commission's flagship Farm to Fork (F2F) Strategy as one to be aware of. Despite F2F's ambitious goals of promoting sustainability and healthier diets, the strategy involves biggest review of food legislation, with potentially damning consequences for the sports nutrition sector. For example, a proposal to revise (EU) No 1169/2011 on the provision of food information to consumers will ensure a harmonised front-of-pack nutrition labelling (FOPNL) for sports products, setting nutrient

profiles which restrict the use of claims on foods high in fats, salt, or sugar.

While it goes without saying that the sports nutrition industry is generally supportive of the F2F objectives, Carey says should the Commission promote a blanket application of the new rules, without allowing for exemptions, sports nutrition brands may not be able to effectively market their products. Sports nutrition products, by nature, contain a high concentration of certain nutrients to support optimal performance, which, consequently, may mean they lack other nutrients. This means they may score poorly on nutrient profiles, meaning legitimate health claims may be omitted—by regulation—from the products,



“depriving consumers of valuable information”. Likewise, Carey notes, sports nutrition products will score poorly on FOPNL such as the Nutri-Score due to the underlying algorithm not considering specialist categories of food.

“These new obligations coincide with an overall drive against processed foods, which are often mistakenly regarded as unhealthy. ESSNA believes that

sports nutrition products should be exempted from these obligations in any future legislation and has been actively engaging with policymakers in this regard.”

Across the Atlantic, Bentley cites variable regulatory environments as having an impact on trade. These include “artificial barriers” such as invalidating research not done domestically and limited

product category options. However, he does note that Canada's rules and guidance could be a model for other jurisdictions through modelling their Health Canada Natural and Non-Prescription Drug Products Directorate. In the US, various states are currently trying to regulate the sale of certain supplements to minors, with industry associations advocating against such restrictions, something Bentley isn't convinced about when considering the political capital for other purposes.

Brexit implications

With many brands having business operations or consumers within the UK or EU, Brexit—through its inevitably long process—will continue to create challenges and opportunities for years to come.



And although Carey considers the UK as one of the largest markets for the sector, having a high trade volume with EU countries, he outlines an imminent challenge for UK companies. This relates to changes to the EU's food safety standards, meaning that all UK exporters will be required to meet EU sanitary and phytosanitary requirements for imports into the UK, giving rise to administrative obligations, such as extra documentation and tariffs. Contrastingly, Gay cites that Brexit has led to a shift towards more local

manufacturing in the UK, particularly with many companies having mass markets within its jurisdiction. This may increase opportunities for smaller brands and contract manufacturing companies but may ultimately stagnate UK-EU trade, with production of multiple food standards being extremely expensive.

Recognising the UK's fragmented regulatory framework, the UK Taskforce on Innovation, Growth and Regulatory Reform has published proposals for an

overhaul of nutraceutical regulation. Noting that nutraceuticals do not "fit well in our traditional regulatory framework with its binary separation of medicines and food standards," the report outlines key reforms for the sector "to realise its full potential."¹ Currently governed by retained EU law, the UK are now free to explore the regulatory options available; however, what remains to be seen is how such a regulatory overhaul can occur without ostracising a large global market: the EU. The report has been widely praised within government, but what action is taken is yet to be determined.

Reference

¹ [UK Government Taskforce on Innovation, Growth and Regulatory Reform](#)

Sustainability considerations



As noted by a recent study, significant changes in food production, distribution and consumption are still required in all sectors and groups.¹ There, the study concluded that very few sports nutrition recommendations and guidelines include sustainability, with fewer “integrating the environmental impact of food choices in a quantifiable manner.” Nevertheless, there has been a growing focus in consumer demand for more environmentally conscious products and production methods within the wider food and supplements industry, which inevitably has some cognisance with the sports nutrition sector. Carey agrees, noting that the sports nutrition industry has started to incorporate sustainability

considerations in its product development, marketing, and business practices. Additionally, regulators are increasingly requiring organisations to comply with sustainability legislation, including those which phase out virgin and black plastics and reduce industrial operations’ environmental footprints. For example, the EU’s F2F strategy will ultimately resonate with the sports nutrition industry in pushing for more sustainable products.

Accordingly, Carey notes, the industry has responded to these expectations, with sustainability incorporated across the supply chain; product sourcing, animal welfare, renewable energy for production, innovative and circular packaging, and efficient waste management practices.

For example, companies like HIGH5 have partnered with TerraCycle®, a company which specialises in hard-to-recycle waste, such as those used in products like gels and bars. Additionally, Reguant says that European brands are ensuring they are more aligned with the UN’s Sustainable Development Goals as a solution. At Bioiberica he says their business model is centred on a circular economy, ensuring that their products are not only safe, but sustainable.

In addition to procedural changes, Carey highlights the plethora of vegetarian, vegan and alternative protein products which are available, something which Simha, says are “trending hot.” Regarding the latter, Carey says that insect-based protein uses a fraction of the land, energy, and



Exploring how the broader nutraceutical community is ‘Investing in our planet’ on Earth Day 2022.

water that traditional farming requires, resulting in a significantly lower carbon footprint. Recent data from the International Platform of Insects for Food and Feed suggest that sports nutrition will be one of the primary markets targeted by food operators in the coming years.

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Industry Experts - Q&A

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Job title: Marketing Manager, Nutrition

Company: Carbery

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Visit us: www.carbery.com

How has the sports nutrition, or active nutrition, category changed in the last two years, and how have you responded to those changes?

The active nutrition category has expanded significantly over the past number of years, particularly as more people are looking to improve their overall well-being, from short-term goals of weight management and mental wellness

to long-term proactive steps towards healthy aging.

In a recent FMCG Active nutrition survey that surveyed over 26,000 adults globally, 100% of survey respondents described their approach to health as proactive, with 61% exercising more now than they had in the last two-year period. In fact, 67% of those surveyed are exercising more than 4 times a week, with an increase in app-based and high intensity exercise. Due to the fact that gym and sporting centers were closed, and outdoor sporting activities were reduced, there was also significant growth in the number of home gyms and home work-outs.

This opens the market for products targeted towards new active nutrition consumers, who are looking for convenient, functional foods and beverages to add to their daily routines that help support their overall physical and mental well-being, with key areas such as immunity, digestive health and building strength highlighted

by respondents as highly important.

At Carbery, we are responding to evolving consumer needs by ensuring that our ingredients are suitable for use in a wide array of products beyond typical powdered supplements, meeting the high taste bar of the active nutrition consumer and delivering health benefits that reach beyond supporting muscle growth and maintenance.

What type of ingredient(s) do you offer that meet the needs of consumers seeking support for their active lifestyles and sports activities?

We produce high quality whey protein hydrolysates, isolates and fermented whey proteins, using milk from grass-fed cows. We focus on maximising the nutritional and health benefits of whey across a wide range of applications including powdered supplements, ready to drink (RTD) beverages, gels, bars and gummies. Because our ingredients have excellent

dispersion, solubility and sensory characteristics, you can include them in a wide range of products.

Currently, on-the-go snack products, and confectionery that are positioned around supporting a healthy lifestyle rank as top formats for active nutrition consumers. As many active consumers have also increased their exercise levels, protein bars and RTDs remain as the ideal on the go format, combining convenience with balanced macros, and higher protein levels of 20g-30g per serving.

While the plant-based protein market has witnessed significant growth over the last number of years, the demand for dairy-based protein has also increased year on year.

There are many factors driving the growth of both segments, with many consumers stating that they are concerned about the aftertaste of high protein snacks. This is an area where dairy protein has a

competitive advantage, by delivering a protein base with less problematic off notes and taste challenges than many of the emerging plant-based sources.

3 How can your ingredient(s) be incorporated into different types of applications, and what differentiates these offerings from others on the market?

We have a long history of protein manufacture and research, and we partner with customers in over 30 countries worldwide to develop the best protein ingredients for their products and consumers.

Our range includes ingredients that deliver softer texture in bars over shelf-life, highly heat stable whey protein for RTD beverages and hot beverages such as coffees. Our latest ingredient Optipep® 4Power has been clinically proven to support enhanced performance in high intensity exercise.

We have recently begun utilising a peptide profiling/fingerprinting technology, that can identify potential bioactivity in our whey protein hydrolysate range. This is an exciting development that we feel will appeal to consumers, as we develop ingredients that can target priority health areas.

We work closely with our flavour division, Synergy, to combine our knowledge of whey protein with their flavour expertise. This unique combination of expertise means we have unrivalled ability to develop products that strike the perfect balance of great taste and performance. For example, when we manufacture extensively hydrolysed protein, we can pair the protein with Synergy's bitterness masker and dairy enhancer range to help eliminate bitterness in the final product.



4 What type of support do you offer around product development and go-to-market strategy for your customers?

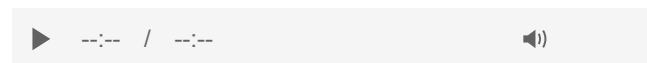
We strive to find solutions to the global challenges our customers face every day. By thinking outside the box and co-creating with our customers, they gain access to our global experts across the value chain, from market research and consumer insights to protein science, applications know-how and process technology. Whether it's improving the eating experience of a protein bar, creating a challenging high protein beverage, or launching a performance nutrition protein supplement with clinically proven ingredients, we're here to accelerate our customers product development and optimise their chances of success.

Source: *FMCG - Global & Regional - Active Nutrition survey - Q3 2021 - Global survey 26,000 adults

5 How has the sports and active nutrition market evolved, and what are the key considerations for companies looking to enter this space?

Will McCormack

Senior Business Development Manager at [Synergy Flavors](#), part of the [Carbery Group](#)



Protein pre-exercise: The time is right

Training with low carbohydrate stores ("train low") is a popular strategy to enhance the metabolic adaptations to training. This is because pre and/or post-exercise carbohydrate intake has been shown to blunt some of the beneficial adaptations to endurance training

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Q&A

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How has the sports nutrition, or active nutrition, category changed in the last two years, and how have you responded to those changes?

While sports nutrition takes care of the ones who are actively involved in sports, active nutrition is considered by ones who seek products with a health halo, typically associated with athleticism as part of their

day-to-day routine. The line between these 2 categories seem to be fading off with the new trends that advocate sports nutrition that are not limited to sport enthusiasts but also for the ones that seek more active life and are health conscious.

People seek performance products that offer anti-inflammatory effects or support for cognitive, vision, or bone and joint health. Rising expenses on treatments and medicines have also turned people towards healthier living.

Today's Nutraceutical has become more than simple dietary supplements bridging nutrition gaps, but have evolved into evidence-based health support to protect and manage health conditions. In this regard, Nutraceutical are here to stay and grow.

2 What type of ingredient(s) do you offer that meet the needs of consumers seeking support for their active lifestyles and sports activities?

Arjuna Natural Pvt. Ltd. extracts are derived from natural, plant based ingredients that are translated into easy-to-use extracts ideal for most formulations.

One of the biggest worries for someone engaged in an active lifestyle would be musculoskeletal pain from exercise. This is not just common, but affects mobility, quality of life and also work, besides affecting pursuing an active lifestyle, even if temporary. The 'go-to' for this condition are usually OTC products which are synthetic and effective, but have limitations for continuous use and in the case of some users, may not be recommended at all due to side effects.

Till date, this was not an area where natural safe remedies were there as relief was needed in hours and not days. Arjuna has come up with a revolutionary new



product, Rhuleave-K® which is 100% natural and is clinically proven to provide fast pain relief within 3 hours. What differentiates Rhuleave-K® is the new SPEEDTECH which creates this fast action.

Another leading product is OXYSTORM®, which is derived from Amaranthus and is standardized for Nitrates and offers vasodilation under hypoxic conditions. The health of the cardiovascular system is key for an active lifestyle and OXYSTORM® has been clinically proven and trusted across the world. 100% safe and water soluble, OXYSTORM® can easily be incorporated into various forms of delivery to create consumer friendly products individually or with other components.

An all-round development of health is essential for all and Turmeric Extract (Curcumin) has been an all-time favourite

for many years now. Arjuna's BCM-95® (CURCUGREEN®) 100% turmeric extract for all round wellness, and has been incorporated into many wellness products. BCM-95® has been proven effective and is very effective in boosting the body's anti-inflammatory response as well as an immunomodulator.

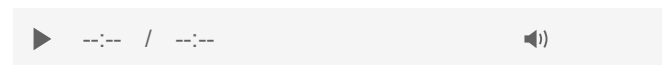
3 How can your ingredient(s) be incorporated into different types of applications, and what differentiates these offerings from others on the market?

Each product is uniquely placed with respect to its usage pattern. However, here Arjuna Natural's innovation team can help each customer by working together to find appropriate mechanisms to adapt our product to the application challenge. For example many products are available in water soluble or oil dispersible forms which lend itself well to quick market adoption.

4 What type of support do you offer around product development and go-to-market strategy for your customers?

Arjuna's key strength has always been its innovation pipeline and the product support. The products Arjuna has put forward has always been thoroughly researched and proven clinically. We are able to provide comprehensive validation on product effectiveness and safety. Our products have a range of certifications and we have been open to working together with customers to meet each customer's particular market requirements.

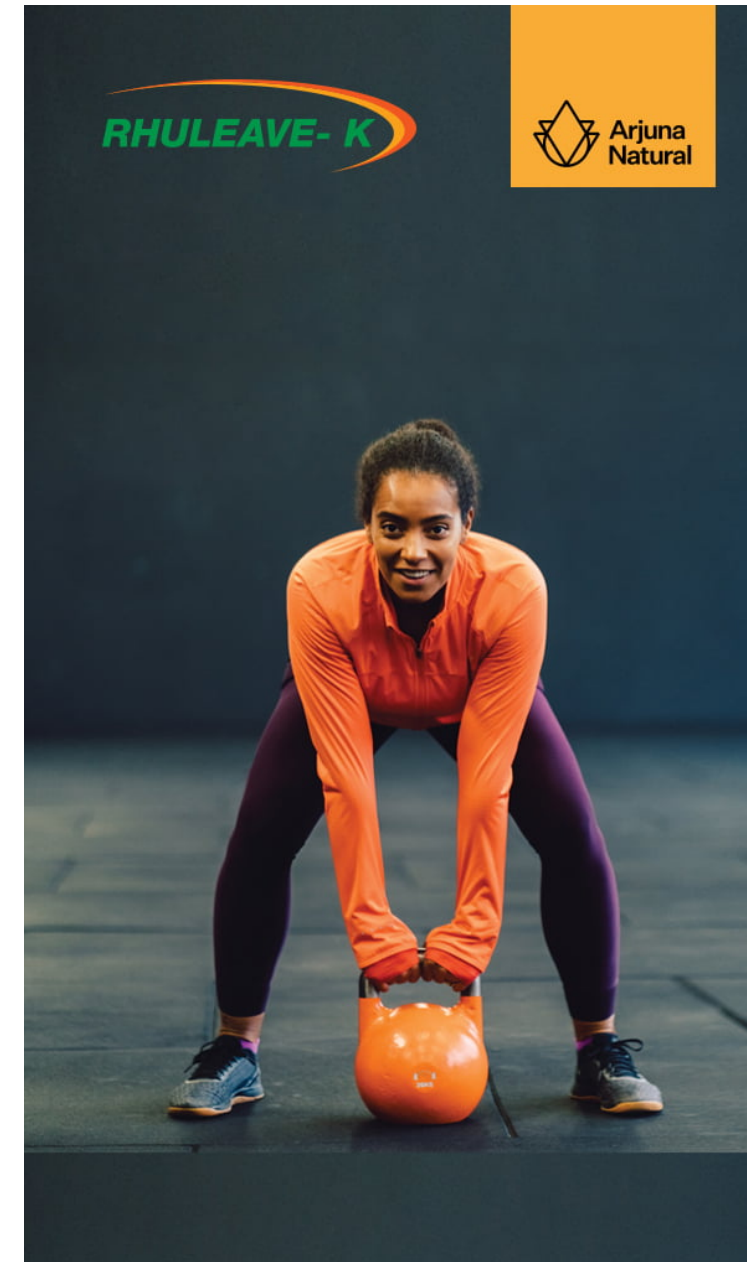
5 How has the sports and active nutrition market evolved, and what are the key considerations for companies looking to enter this space?



Recovering from pain quickly, naturally

Sports injury is a widely used term to refer to issues occurring from minor exercise to professional sports exercise. The type of injuries are not limited to sports alone. They can be work related or something from everyday activity; but, the term encompasses injuries that one gets when 'stretching' the body beyond normal limits...

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Q&A

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How has the sports nutrition, or active nutrition, category changed in the last two years, and how have you responded to those changes?

Sports nutrition brands are increasingly utilising plant-based proteins, which are not only vegan-friendly but often much more sustainable than animal proteins. At Prinova, we've seen volumes continue to increase on the key plant proteins,

particularly pea, and that's across a wide variety of applications, from food products to protein powders. Our range of plant-based proteins has grown as well. Beyond the usual suspects like pea, rice and soy, we're now big on fava bean. Fava bean's on-trend because its texture and mouthfeel make it an excellent option from a formulation perspective and it also has good nutritional values.

Meal replacement products are evolving, too. They're moving away from the traditional focus on weight loss and into the sports nutrition and health and wellness spaces – it's about providing convenient, good quality nutrition. We have a strong portfolio of ingredients for meal replacement products, including specialist carbohydrates such as Carb10; fat powders like sunflower oil, flaxseed and MCTs; proteins; and premixes with all the essential vitamins and minerals.

What type of ingredient(s) do you offer that meet the needs of consumers seeking support for their active lifestyles and sports activities?

In total, we offer more than 2,000 ingredients. We're the biggest global distributor of amino acids, including fermentation grades that are also applicable to the vegan consumer. These are freeform amino acids that offer excellent bioavailability, so you can consume them pre- or intra-workout and initiate recovery immediately. Our branched-chain and essential amino acid blends can be used to enhance plant protein products as well – it's possible to create vegan-friendly blends that are nutritionally superior to whey.

In the pre-workout space, we can provide stimulants including caffeine plus natural



alternatives like guarana, green coffee and green tea. We also offer energy-boosting nutrients such as vitamin B complex and magnesium. We utilise these ingredients a lot in distribution, but we can also deliver market-ready blends and premixes.

3 How can your ingredient(s) be incorporated into different types of applications, and what differentiates these offerings from others on the market?

Prinova has vast experience providing blends and premixes for different applications, from powders and bars to baked goods and UHT drinks. Our blends and premixes are tailored to each individual application. Our experts understand what kind of overages are required for different processing conditions, ensuring the end product has

the nutritional values that are stated on the label. We also make sure there is limited impact on flavour so products deliver the right sensory experience.

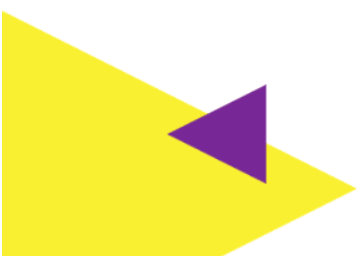
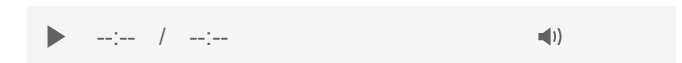
Another advantage of working with Prinova is our sourcing expertise. We've built up strong networks over several decades that mean we can guarantee quality, stability and reliability. Whether customers want premixes and blends or just ingredients, we can provide security of supply and lock in long-term pricing. We hold significant inventory levels on the core raw materials to ensure our customers get the ingredients they need when they want them.

4 What type of support do you offer around product development and go-to-market strategy for your customers?

Prinova is renowned as one of the world's leading distributors of many key raw materials in the sports nutrition space, but

we're much more than that – we're very service-oriented. We offer a range of value-added capabilities, including formulation and product development services, plus we have excellent knowledge on the latest market trends.

5 How has the sports and active nutrition market evolved, and what are the key considerations for companies looking to enter this space?



Top trends in sports nutrition, from plant-based to low sugar

The sports nutrition sector is growing rapidly. In an increasingly crowded field, it's vital to offer products that deliver on consumer expectations. Let's explore some of the biggest trends in sports nutrition and how brands can maximise their chances of success.

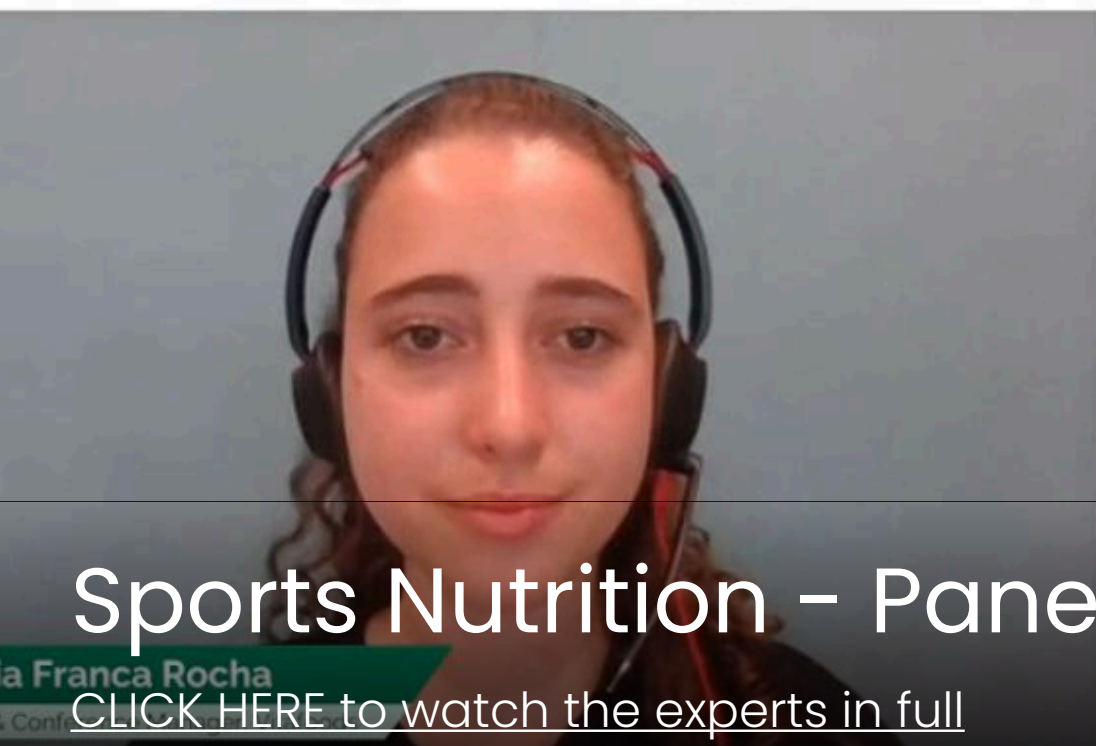
[CONTINUE READING HERE](#)

A woman with a large, curly afro hairstyle is captured in a dynamic running pose, facing right. She is wearing a bright yellow-green sports bra, black athletic shorts, and black sneakers with yellow-green accents. The background is a textured, grey wall.

High-Performing Ingredients for Sports & Lifestyle Nutrition

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 **Prinova**
NAGASE Group



Sports Nutrition – Panel Discussion

[CLICK HERE to watch the experts in full](#)



Biographies

Our expert contributors

Michael Bentley, President, SierraSil Health Inc

Michael Bentley is president of SierraSil Health Inc. a natural health products company with a proprietary mineral patented as a nutritional supplement for osteoarthritis. The Canadian Health Food Association recognized Michael with the John Holtmann Industry Leadership Award. Optimyz magazine twice named Michael one of Canada's Top 100 Health Influencers and he recently served as a judge for Canada's Top Trainers on behalf of Impact magazine. Michael is an experienced board member of public and private companies as well as non-profits and industry associations. He has previous experience in consulting and different management functional areas including human resources, sales, marketing and operations management. Michael has a bachelor's from the University of British Columbia and a master's in

management from Stanford University.

Dr Adam Carey, Chair, European Specialist Sports Nutrition Alliance (ESSNA)

Adam Carey is chair of the European Specialist Sports Nutrition Alliance (ESSNA) and founder and CEO of Corperformance. After qualifying from the University of Oxford Medical School in 1988, Adam spent 10 years training towards specialist qualifications in obstetrics and gynaecology. Clinical and research interest focussed on endocrinology and nutrition. After leaving the NHS, Adam has been providing scientific nutritional solutions to elite athletes, corporate clients and media artists to improve their performance in the field, in the boardroom and on stage. He has worked with the England Rugby Football Union from 1999 to 2006 as part of Sir Clive Woodward's team which culminated with the

World Cup success in 2003 and in 2005 he worked with England Cricket squad, leading to their success in the Ashes. Other sports clients have included Chelsea FC (Premiership title 2005) and Leeds Tykes (Powergen cup 2005).

Eva Criado, Communication Manager, Pharmactive Biotech Products S.L.U

Eva Criado is an experienced marketing and communications professional with over 20 years of experience within the health, wellness and fitness industry.

Rick Miller, Associate Director of Specialised Nutrition, Mintel

Rick Miller provides expert perspective insight into emerging innovations and opportunities within the specialised nutrition sector. He has an established clinical background in dietetics and performance nutrition

from his 15-year career in hospitals and working with professional teams and athletes up to Olympic level. Rick is experienced within FMCG, FSMP and supplementation sectors, supporting NPD, regulatory affairs and scientific communication to multiple global brands.

Maria Pavlidou, Senior Strategy Consultant and Marketing Communications Director, The Healthy Marketing Team

Maria Pavlidou is marketing communications director and senior strategy consultant at the HMT. The Healthy Marketing Team is a global brand-building agency, specialising in food & health. For 15 years, they have been helping create differentiating brands that stand out. They have global experience from more than 60 countries and six continents having worked with all food, beverage, and supplement

categories. Maria has more than 14 years of experience in marketing & communications in both multinational and local companies, always in the area of health and nutrition, in B2C and B2B space. Prior to joining HMT, Maria held key marketing and leadership roles at Danone, Novartis Consumer Health and DSM.

Jaume Reguant, Healthcare Director, Bioiberica

Jaume Reguant is healthcare director at Bioiberica, where he oversees and offers strategic direction to the company's pharmaceutical and nutraceutical businesses. Bioiberica offers several market-leading ingredients for mobility and joint health, including Collavant n2, native type II collagen, Mobilee®, a hyaluronic acid matrix ingredient and Tendaxion, a tendon health ingredient.

Liat Shemesh, Head of Marketing, Solabia-Algatech Nutrition

Liat Shemesh is the head of marketing at Solabia-Algatech Nutrition, a company specialising in microalgae cultivation and unique active ingredients.

Liat Simha, Founder, NutriPR

As a public relations professional with over 20 years' experience in nutraceuticals and functional foods, Liat Simha is an expert in helping companies distinguish their products in the international market.

Thank you for reading the

Sports nutrition Report 2022

Got feedback? Mail vitafoodsinsights@informa.com

