

The Evolution of Sports Nutrition



Initially developed to aid performance and recovery in elite athletes, the principles of sports nutrition have gained favor among a much broader audience.¹



CORE USERS

Bodybuilders and serious athletes



CASUAL USERS

Recreational athletes



LIFESTYLE USERS

Young, active fitness fans



m-CONSUMERS

Tech-enabled wellness enthusiasts

PLAYING TO STRENGTHS

SHAKES



Most often, a **meal replacement**

- Powder or RTE
- Protein-rich
- Essential nutrients

BARS



2X likely to **snack**

- Portable
- Protein-rich
- Flavor variety

Packaged Facts, 2017

PERFORMANCE STATS

Powered by protein



80% of sports nutrition is protein-based¹

Hold the sugar



Over ½ of users look for low sugar content²

Setting the pace



8.3% projected CAGR through 2021²

On the leaderboard



58% of global sports nutrition sales are in U.S.³

For the long run



Currently, less than half the U.S. population consumes nutritional shakes and bars.² Formulators have a significant opportunity to expand reach via innovation in:

- ✓ **Novel tastes and ingredients**, like dessert flavors, superfoods, vegetable proteins
- ✓ **Healthy eating trends**, including organic, non-GMO*, "free-from"
- ✓ **Lifestyle targeting**: busy adults, children, seniors, women



Learn more about Cargill innovation in sweetness and texture for sports nutrition, including: Tapioca Syrup, Stevia, Erythritol, Chicory Root Fiber, Pea Protein, Custom Texturizing Systems, Hydrocolloids, Lecithin and Starch.

Contact us at 1-877-SOLUTNS (765-8867) or www.cargill.com

¹ Euromonitor Passport. "Sports Nutrition in the U.S." November 2017.

² Packaged Facts. "Nutritional Shakes and Bars: U.S. Retail Market Trends and Opportunities," 2017.

³ Cutler, Nikki. "Sports Nutrition to Muscle in on Weight Management as Interest in 'Cutting Calories' Thins." NutraIngredients.com, September 27, 2018.

* There is no single definition of "non-GMO" in the USA. Contact Cargill for source and processing information.

Claims: The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.