



PROTEIN BEVERAGE INSIGHTS

Transparently Delicious®

NEXT INSTORE INSIGHTS

A look at what flavors consumers are talking about around protein beverages.



TOP 10 MOST TALKED DESSERT & SWEET FOODS AROUND PROTEIN BEVERAGES

	SOCIAL SHARE	SOCIAL CHANGE YOY
Cereal	1.57%	-9.3%
Ice Cream	1.57%	8%
Cake	1.46%	-6%
Cookie	0.93%	10%
Granola	0.78%	-16.4%
Pudding	0.77%	-3.6%
Cheesecake	0.64%	5%
Overnight Oats	0.48%	13%
Muffin	0.48%	-5%
Brownie	0.45%	-21.5%

TOP 5 FASTEST RISING FRUIT CONVERSATIONS AROUND PROTEIN BEVERAGES

	SOCIAL SHARE	SOCIAL CHANGE YOY
Boysenberry	0.03%	1258%
Blue Raspberry	0.18%	94%
Noni	0.02%	84%
Elderberry	0.13%	47%
Yuzu	0.02%	41%

TOP 5 FASTEST RISING CONFECTIONERY CONVERSATIONS AROUND PROTEIN BEVERAGES

	SOCIAL SHARE	SOCIAL CHANGE YOY
Heath Toffee	0.02%	37%
Chewing Gum	0.02%	82%
Caramel Toffee	0.01%	61%
Twix	0.04%	59%
Milk Chocolate	0.14%	59%

U.S. TOP 5 FLAVORS LAUNCHED IN SPORTS NUTRITION BEVERAGES WITH A HIGH PROTEIN CLAIM

Milk Chocolate (227 Launches)	Vanilla (100 Launches)	Salted Caramel (52 Launches)
Strawberry (24 Launches)	Peanut Butter (29 Launches)	



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*Social share represents the amount of social conversations linked to the subject matter. The higher the percentage, the greater the penetration of the ingredient in conversations around the category.

Source: Tastewise January 2024

Source: Innova Database, U.S. New Product Launches in U.S. Meal Replacement & Sports Nutrition Beverages (RTD & Powder) Featuring a High Protein Claim, January 2023 - June 2024

INNOVATORS IN NATURAL AND ORGANIC FLAVORS FOR OVER 40 YEARS

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