



Whey Proteins - Exciting growth potential for this Active Lifestyle Protein. EWPA announces the 2017 European Whey Protein Consumer Tracker Results

The European Whey Processors Association (EWPA) is excited to announce the results of the first European Whey Protein Consumer Tracker¹.

Whey protein is a long established and valued ingredient in the sports nutrition industry. With a high biological value and a full complement of amino acids, whey protein plays a health-promoting role in the diet.

Evolving science continues to highlight the benefits of whey protein throughout all life stages, however results from the recent survey indicate that there is significant education required for the general public. *“The survey uncovered many interesting insights that we were not fully aware of”*, said Bénédicte Masure, EWPA Secretary General.

“One of the most surprising results was that despite the fact that 77% of respondents recognise that protein is an important part of their diet, almost 50% were unaware of the right quantity of protein to consume daily”, she continued.

Representing leading agri-dairy food players across the EU, the EWPA wants to build key consumer insights around whey proteins to support the sustainable growth of this sector. In order to meet this objective, an independent survey was commissioned to establish consumer perceptions, consumption patterns and purchasing behaviour as they relate to proteins in Europe.

Surveying 7,396 Europeans across 8 countries, the survey was designed and implemented by YouGov, thus ensuring a comprehensive and representative sample. This online survey, selected people interested in nutrition and/or taking physical exercise at least once a month, also captured the geographic and cultural diversity of the EU. Countries surveyed included France, UK, Germany, Poland, Sweden, Spain, the Netherlands and Ireland during the months of February and March 2017.

Whereas the surveyed group in general understood the benefits of whey protein in terms of muscle building and recovery and the ability to maintain healthy bones and joints, a large proportion stated that the key consumption driver of whey protein was its benefit of staying active as they age, and providing general health benefits.

42% of the respondents are managing their nutritional intake but are not yet aware of the extraordinary health benefits of whey protein. This is especially the case for female and older respondents where active ageing is such a primary concern. Furthermore, the majority of respondents do not know where to buy whey protein. All of the attention has been on sugar, not realising that protein and protein quality is the key.

¹ DISCLAIMER: Research conducted by YouGov on behalf of EWPA (European Whey Processors Association). All data collected in the survey belong only to EWPA. The survey was undertaken online in the following 8 countries between 22 February and 5 March 2017: UK, France, Germany, Sweden, Spain, Ireland, the Netherlands and Poland. Sample: N=1000 respondents per country*, except N= 200 respondents in Ireland that meet the following conditions: interested in food and nutrition and/or do physical exercise at least once a month. Total sample size was 7396 adults.

*National representative quotas were used to pre-sample respondents.



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The survey also revealed that a current key barrier to whey protein consumption is a lack of awareness about it. 34% of those surveyed stated that they do not know much about it. Consumers are not getting the full message about whey protein, and it appears that untapped potential remains.

Based on the results from the recent survey, EWPA in conjunction with its members will identify strategies, for building the European case for whey protein consumption.

"The survey will enable EWPA to define opportunities for education around whey, by providing insight on specific target groups, and uncovering current barriers to whey protein consumption", added Bénédicte Masure.

Communicating on the wide-ranging health benefits of whey protein could also lift the main barrier to whey protein consumption, which is a lack of knowledge about it, and increase and broaden its consumption

"The survey shows there is no doubt that clear targeted communications will create increased demand for whey protein in European markets. We plan to further expand on key insights from the survey in 2017 at key upcoming events such as the International Whey Conference (IWC) in Chicago, and Food Ingredients Europe (FiE) in Frankfurt, with the aim of increasing the awareness of the benefits of whey protein, and expanding its use beyond the current core users" she concluded.

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For more information on the results of the survey please contact:

Ms Kinga Adamaszwili, EWPA Nutrition, Health & Food Law Officer, kadamaszwili@euromilk.org

22 – 28, avenue d'Auderghem, 1040 Brussels www.euromilk.org

About EWPA

The European Whey Processors Association (EWPA) promotes good communication and understanding on whey and related issues towards potential customers and consumers. It supports its Members in developing and sustaining markets based on knowledge and information.



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List of EWPA members: <http://ewpa.euromilk.org/about-ewpa/members.html>

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 FrieslandCampina FRIESLANDCAMPINA DOMO Stationplein 4, 3818 LE Amerfoort The NETHERLANDS	 Fonterra FONTERRA Barbara Strozilaan 358-360 1083 HN Amsterdam, The NETHERLANDS	 glanbia GLANBIA Ingredients Ballyragget County Kilkenny IRELAND	 hochwald HOCHWALD Bahnhofstrasse 37-43 54424 Thalfang GERMANY	 KERRY KERRY INGREDIENTS Tralee Road Listowel, Co. Kerry IRELAND
 LACTALIS Ingredients LACTALIS INGREDIENTS « Les Placis » 35230 Bourgbarré FRANCE	 MEGGLE MEGGLE GmbH Postfach 40 83513 Reitmehring GERMANY	 MILEI WIR MACHEN DAS AUS MILCH UND MOLKE. MILEI GmbH Kemptener Str. 91 88299 Leutkirch GERMANY	 PIENO ZVAIGZDES PIENO ZVAIGZDES Perkunkiemio str. 3 12127 Vilnius LITHUANIA	 SACHSEN Milch SACHSEN MILCH An den Breiten 01454 Leppersdorf GERMANY
 Valio VALIO P.O. Box 10 00039 VALIO Meijeritie 8, Helsinki FINLAND	 volac VOLAC INTERNATIONAL Volac House, Orwell, Royston Hertfordshire SG8 5QX UNITED KINGDOM	 wheyco That's whey better WHEYCO Haubachstr. 88 22785 Hamburg GERMANY		