

The European Whey Protein Consumer Tracker

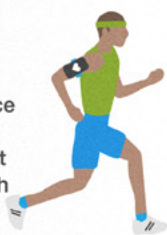
An online survey carried out in 2017 on behalf of EWPA by YouGov. We asked 7396 adults across eight European countries who are interested in nutrition and exercise about their current attitudes towards protein, in particular whey protein. Our aim was to establish a consumer perception barometer and take action to grow the whey protein consumer base in Europe.



DIET AND EXERCISE IS IMPORTANT

76%

exercise at least once a week, the majority do cardio. 2/3 do not go to a gym or health club to exercise.



23%
Exercise only

Active Nutrition

60%

Interested in exercise and nutrition

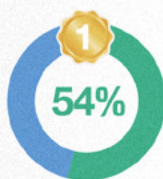
17%
Nutrition only



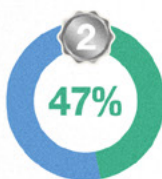
75%

are on a diet or actively watching their nutrition

TOP EXERCISE MOTIVATION



Stay active as they age



Maintain health & wellness

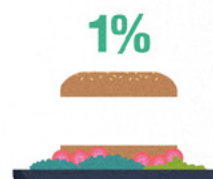


Maintain healthy weight

'FREE FROM' DIETS A MINORITY



Vegetarian



Vegan



Dairy-free

PROTEIN IS AN IMPORTANT PART OF DIET FOR MOST



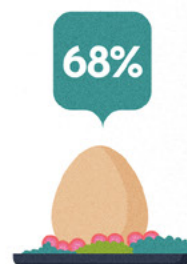
77%

Agree protein is an important part of their diet.

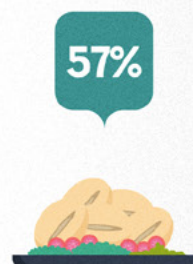
MOST FAMILIAR PROTEIN SOURCES



Milk

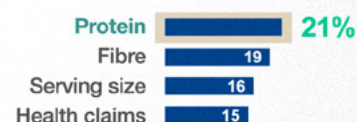


Eggs



Soy

70% PAY ATTENTION TO LABELS



EDUCATION IS NEEDED



Less than 1 in 7 were confident they knew how much protein to consume daily*

*Source Data: US; Protein, RDA (0.8g/kg body weight) general recommendations by IOM (Food and Nutrition Board, Institute of Medicine, National Academies: "Dietary Reference Intakes.")

Only 15%
agree whey helps us stay active as we age.



Only 16%
agree whey prevents muscle loss during aging.

A POSITIVE ATTITUDE TO WHEY PROTEIN

Whey protein is a **natural, high quality protein** that comes from **cow's milk**. It is a rich source of the **essential amino acids** needed by the body on a daily basis. In its purest form, it contains little to no fat, or lactose.



When we explained that by including whey protein into their diet they could stay active for longer, the response was overwhelmingly positive. By making whey protein widely available in everyday formats and clearly communicated in store, consumers will be able to recognize the protein source of the products they buy and make better and more informed choices.



38%

of those surveyed consume whey protein

21%

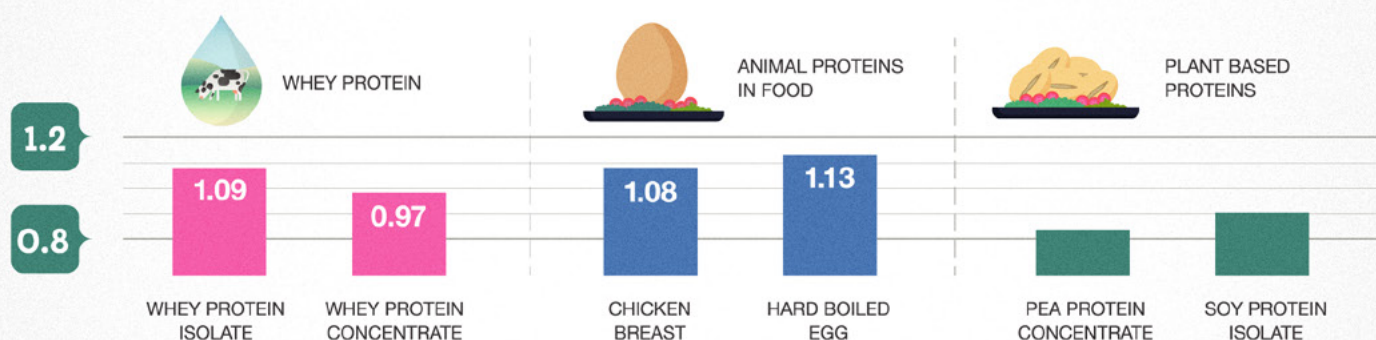
Have bought a "high protein" product in the last month

67%

Realise different proteins have different values

WHEY PROTEIN IS RECOGNISED AS HIGH QUALITY

Digestible Indispensable Amino Acid Score (DIAAS). Protein quality reflects the composition and bio-availability of essential amino acids.



A REAL OPPORTUNITY TO CONNECT THESE CONSUMERS WITH WHEY PROTEIN

So the research indicates that there is a sizeable cohort of active nutrition consumers who share a similar awareness, understanding and attitude toward exercise, diet, protein in general and whey protein specifically.

The insights generated can help us start to build a profile of a consumer for whom whey protein is ideally positioned to help them naturally meet their active lifestyle and health goals – and this we feel is an exciting market opportunity.

I exercise to stay active as I age and I prefer to do it outdoors.
I watch my nutrition as I like to eat healthily and I exercise at least once a week.



I buy "high protein" products, but I don't control the total amount of protein in my diet.

Protein is as important as fibre and sodium for me, but I won't compromise on sugar, fat and calories.



I wasn't that familiar with whey protein but now you've told me about it, I like the idea.
I like my protein to come from everyday foods, such as bars and smoothies.

The 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.

For more information please consult the EWPA webiste: ewpa.euromilk.org



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