



# Packed with Protein



Consumer interest in high-protein foods and beverages continues to grow, driven by a stronger understanding of proteins role in a balanced diet. In dairy, this has led to a rise in high-protein yoghurts, ice creams, dairy drinks, and even cheese. These products offer not just functional benefits, but also taste, convenience, and versatility—key drivers of modern consumer choice.

Plant-based dairy alternatives also have a growing role to play. Some have matched or exceeded dairy in protein content, but there’s still room to add value through other nutritional benefits, such as fibre. Many brands are also leaning into clean label by highlighting naturally occurring protein, aligning with the consumer shift away from ultra-processed foods.

- 48% of US consumers believe eating healthy means finding a balance between nutritious choices and occasional indulgence. (Mintel, 2025)
- 40% of US consumers who purchased snacks from foodservice locations ordered protein shakes. (Mintel, 2024)
- 30% of AU shoppers agree ‘high protein content’ is a top factor when shopping for food. (Mintel, 2024)
- 50% of yoghurt consumers in Canada say they’re willing to pay more for yoghurt that comes with added health benefits. (Mintel, 2024)

## On the Shelves



Kri Kri Super Spoon high protein ice cream contains 24g of protein per 450ml tub. Offering two flavours: chocolate hype and peanut butter load. (UK)



Muller x My Protein Vanilla Flavoured Yoghurt contains 45g protein per pot, with no added sugar. (UK)



Cathedral City High Protein Half Fat Mature Cheddar claims to be naturally high in protein, containing 30g protein per 100g. (UK)



Cocobella Protein Vanilla Coconut Yoghurt with 8g plant protein, and a source of calcium. (AU)

# On the Shelves



Premier Protein has launched a high-protein indulgence range designed to satisfy sweet cravings without the guilt. (USA)



Crunchy Whey Protein Low-Fat Yoghurt with Vanilla from Oh! incorporates more protein via a cereal mix. Contains 26g of protein. (Switzerland)



TrueMoo Chocolate Protein Fortified Whole Milk has 50% more protein than regular chocolate milk. (USA)



YoBe Ube Vegan Protein Yoghurt Snack uses almond protein to achieve 12g protein in every pouch. (USA)

Added protein and high protein are no longer niche claims - it's a top priority. With functional nutrition and convenience top of mind, protein-rich dairy is proving it can do it all.

At Expo West, a US-based Health & Nutrition trade show, protein remained front and centre. Research showed that almost half of Gen Z, Millennials, and Gen X are prioritising their protein intake. Brands are responding to this consumer desire by calling out protein more clearly and innovating with new formats—like clear whey—to meet the demand for protein in refreshing, drinkable ways.

**MINTEL**

**tfp**

## HW Hawkins Watts Offerings

- ✓ Protein
- ✓ Fibre
- ✓ Vitamins & Minerals
- ✓ Hydrolysed Collagen (including a blood sugar control collagen)
- ✓ Health & Nutrition Ingredients
- ✓ Natural Colours & Flavours

**Please contact Hawkins Watts for more information**  
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