

Redefining Sports Nutrition



Sports nutrition can unlock new avenues of growth by targeting female consumers with functional beauty ingredients.

Global sports nutrition launches are currently experiencing a slowdown, which according to Mintel, is due to a lack of innovation in the category. Over recent years sports nutrition has evolved to encompass more than just elite athletes, however, product innovation hasn't quite kept pace with this new focus.

One particularly untapped opportunity within the sports nutrition category is the female demographic, who are significantly less engaged than their male counterparts. Adding or emphasising beauty benefits to products is a potential way to better engage women.

- Only 38% of female consumers eat or drink sports nutrition products more than once a week, vs 57% of male consumers. (Mintel Report, UK)
- 35% of female consumers have never bought sports drinks. (Mintel Report, USA)
- Women are willing to pay more for additional benefits in sports nutrition products. (Mintel Report)
- Women are most interested in added collagen or antioxidants in sports nutrition products. (Mintel Report)

On the Shelves



Bajo Active, Relax Watermelon & Raspberry Rose Sparkling Hydration Drink. A sports drink with natural electrolytes, rich in antioxidants and no artificial flavours or colours. (Malaysia)



San Benedetto, Skin Care Water with Collagen, Zinc and Hyaluronic Acid. Peach flavoured functional water said to improve skin, nails and hair and protect from oxidative stress. (Italy)



Women's Best, Different Energy. Contains natural caffeine, minerals and hydrolysed collagen to support overall physical health and skin health. (USA)



Aquarius, Lemon Flavoured Sports Drink with Multivitamins. Said to be low calorie and contribute to healthy skin. (Japan)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

On the Shelves



Meiji, Matcha Green Tea Flavour Soy Protein & Collagen Drink. Said to be for women who want to tone their body. Contains Vitamin B6, B12, Folic Acid and collagen peptides for beauty benefits. (Japan)



Optimum Nutrition, Watermelon Flavoured Essential Amino Energy. Helps to boost your energy, focus and support muscle growth, with just 5-10 calories per serve. (AU)



Meiji, Strawberry Flavour Milk Protein Drink. Based on sports nutrition, this fat-free, high protein drink helps women to tone muscles. (Japan)



Hey Mama, Hydrate Up Supplement Powder. Said to be great for Mums getting back into exercise or struggling to stay hydrated to support milk supply. (AU)

Research suggests that women currently consume sports nutrition products mainly for hydration. However, they are interested in products that provide further benefits specifically around beauty functionality.

Formulating sports products that cater to different types of exercise, such as yoga or hiking, will also translate well with a female demographic. Exploring new consumption occasions beyond solely the fitness and muscle-building market will help to improve the sports nutrition category's outlook.

Beyond a focus on different use occasions, formulations that are cleaner-label, offer interesting flavours and provide value for money will be well placed.



HW Hawkins Watts Offerings

- ✔ Collagen - Bovine, Marine & Egg-shell Membrane
- ✔ Botanical Extracts
- ✔ Complementary Natural Flavours & Colours
- ✔ Natural Sweeteners
- ✔ Vitamins & Minerals
- ✔ Hydrocolloids

Please contact Hawkins Watts for more information

Australia

+61 3 9561 3710 sales@hawkinswatts.com.au

New Zealand

+64 9 622 2720 sales@hawkinswatts.com

