



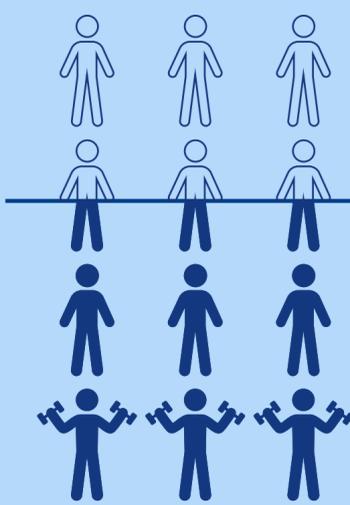
# NOURISHING DEVELOPMENT

As a global leader in ready-to-drink product development Tetra Pak can add value to your new product idea in the food supplement and nutrition market. Here's what our latest research says about getting into this exciting category.

The sports nutrition market alone is expected to be worth over **\$45 billion** globally by 2022, up from \$28 billion in 2016.<sup>1</sup>



A global survey found over a third of respondents use nutritional and performance drinks as a meal substitute.<sup>2</sup>



**62%**

of seniors think it is very important to eat healthy and nutritious food, and a quarter are really passionate about health and fitness.<sup>3</sup>

Between 2011 and 2016, sports nutrition was the fastest-growing consumer health category, expanding by over 50% to reach a value of more than **\$11 billion**.<sup>4</sup>



Between 2011 and 2016, the protein ready-to-drink (RTD) category alone grew by 7.7% annually to top the **\$1 billion** mark.<sup>5</sup>



In 2017, the meal replacement category made up over a quarter of the global Food Supplement and Nutrition market.<sup>6</sup>



The meal replacement category is expected to **grow 6.83% per year** between 2017 and 2021 worldwide.<sup>7</sup>



**31%**

of seniors aged 60+ actively look for products that help them live a healthy lifestyle.<sup>9</sup>

In the US alone, the meal replacement market is set to be worth nearly **\$4 billion** in 2019.<sup>8</sup>



Plant-based protein could represent a third of overall protein by 2054.<sup>10</sup>

**1/3**



**88%**

of consumers across all demographics are willing to pay more for healthier food.<sup>11</sup>



Tetra Pak can co-create your new ready-to-drink product for the Food Supplement and Nutrition market, supporting you with 100% of the process from ideation and recipe innovation to processing and packaging lines.

Tetra Pak is a global leader in solutions for food and beverage manufacturing. Meet consumer expectations with our sustainable innovations.

**References:**

- <sup>1</sup>https://www.statista.com/statistics/450168/global-sports-nutrition-market/
- <sup>2</sup>http://www.mintel.com/press-centre/food-and-drink/two-in-five-us-consumers-replacing-their-breakfast-with-nutritional-and-performance-drinks
- <sup>3</sup> Roper Reports Worldwide 2015
- <sup>4</sup>www.nutritionaloutlook.com
- <sup>5</sup>www.nutritionaloutlook.com
- <sup>6</sup>www.nutritionaloutlook.com
- <sup>7</sup>https://www.prnewswire.com/news-releases/global-meal-replacement-market-2017-2021--popularity-of-protein-bars-and-shakes--increase-in-demand-for-gluten-free-meal-replacement-products--growing-demand-in-developing-countries-300504708.html
- <sup>8</sup>Mintel Nutritional and Performance Drinks US 2016
- <sup>9</sup>Roper Reports Worldwide 2015
- <sup>10</sup> Lux Research
- <sup>11</sup> Nielsen's 2015 Global Health & Wellness Survey - CleanEating WGSN 2016