

NUTRITION INNOVATION

NUTRITION REDEFINED

THE NEW ERA: PRECISION NUTRITION

CONSUMERS NO LONGER SHOP BY CATEGORY — THEY SHOP BY IDENTITY, GOALS, AND NEED STATE



HYDRATION



INCREASE PROTEIN



RECOVERY FORMULA



WOMEN 40+

Innovation shifts from broad benefit claims to precise personalization, targeted demographics, and single clear benefits.

PROTEIN UPGRADE

THE MARKET'S STRONGEST GROWTH ENGINE

3 IN 5

CONSUMERS ACTIVELY INCLUDE MORE PROTEIN IN THEIR DIET

BOOSTED BEVERAGES

BEVERAGES ARE NOW HEALTH DELIVERY SYSTEMS

51%

CONSUMERS GLOBALLY WHO INCREASED THEIR DRINK CONSUMPTION BECAUSE THEY VIEWED THEM AS HEALTHY

WELLNESS UNLOCKED

GUT HEALTH LEADS THE WELLNESS AGENDA

59%

GUT HEALTH IS VERY IMPORTANT FOR MY WHOLE BODY



APPLICATIONS

PROTEIN RTM

CLEAR RTM

PRE WORKOUT

ULTRA FILTERED MILK

CLEAR SODA

HYDRATION

PROTEIN BAR

CREATINE

GREENS

Nutrition Innovation is driven by personalization, protein evolution, functional beverages, gut-first wellness, and the rapid expansion of greens — all powered by bold flavor innovation and precise consumer targeting.