

# Consumers Want Foods With High-Protein Levels

## Packaged Facts

ROCKVILLE, Md. (PRNewswire) — Consumers have turned their attention to protein to boost nutrition in their diets. Protein has been associated with health benefits including weight management and controlling blood sugar, and also boosts satiety, or the feeling of fullness, which can combat overeating. Proteins - Classic, Alternative and Exotic Sources: Culinary Trend Tracking Series, a new report by research firm Packaged Facts, indicates that 62 percent of consumers agree they are "making a point of getting enough protein" from the foods and beverages they consume.

"Americans continue to seek out protein for a variety of health and wellness concerns, and to increase maintenance, growth and repair functions of the body," says David Sprinkle, publisher of the Culinary Trend Tracking Series (CuTTS) and research director for Packaged Facts. "With the popularity of diets like Paleo, Primal and Atkins, protein has been the darling of lean diets for more than two decades now, and ties in more broadly to the consumer quest for health and wellness food and beverages to address specific health concerns. This presents a unique opportunity for food manufacturers, retailers, and restaurants."

Proteins - Classic, Alternative and Exotic Sources: Culinary Trend Tracking Series charts how current lifestyle and demographic shifts open up fresh menu and packaged food opportunities related to protein, as does the heightened interest in vegetarian sources of protein, which extends the potential for innovation deeper into meal, snack and beverage territory. Targeted and nutrition-science based communication regarding the benefits of dietary protein tailored for specific needs and audiences will spur the success of these innovations.

The foods profiled in the report demonstrate the opportunity-scape of the high-protein diet trend:

- **Macho and high-protein drinkable yogurt.** Yogurt continues to show strong growth in the wake of the Greek yogurt revolution, and Packaged Facts projects the U.S. yogurt market to total \$9.3B by 2017. Niche segments such as drinkable yogurt & kefir and yogurt marketed to men are staking claim to their own share of the pie.
- **Almonds and nut butters.** Nuts have long provided cravable protein goodness, and new nutritional perspectives have positioned nuts, and especially almonds, high on the good and good-for-you list. The healthy positioning of almonds and the natural flavor and texture they provide make them an ideal source of protein for consumers. Nut butters, driven by convenience and portability, are ideal as more indulgent protein sources.
- **Snack bars get heartier.** High-protein snack bars are leveraging the rise of snacking and the healthful positioning of snack bars in the market.

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- Analogs for chicken protein. Alternatives to meat are gaining ground as delicious foods in their own right, and not just as more nutritionally correct substitutes. Alternative protein sources, including the eggless egg, are foods to watch.
- Exotic meats as back-to-roots protein. Charcuterie is big and the salumi craft is holy ground within foodie culture. Wild boar is gaining popularity in fine dining restaurants as consumers explore new, less mass-produced sources of meat.

"CuTTS continues our tradition of providing strategic culinary studies that combine hard data and consumer insights with an informed focus on market opportunities," says Sprinkle. The culinary trends profiled in CuTTS provide a comprehensive understanding of strategies and product profiles that can inspire and facilitate innovation by executives, strategists, chefs, and food research professionals in R&D/product development, market and consumer insights, brand management, and trade and consumer marketing.

To learn more about the CuTTS, our research series, please view our [resource page](#) [1].

### *About Culinary Trend Tracking Series*

*Culinary Trend Tracking Series (CuTTS) is the essential source for tracking culinary trends and opportunities in the restaurant, foodservice, retail prepared foods, and packaged food and beverage sectors. This new bimonthly report series supports the menu and food manufacturing innovation of executives, strategists, chefs, and food research professionals in R&D/product development, market and consumer insights, brand management, and trade and consumer marketing.*

*The Culinary Trend Tracking Series helps customers:*

- *Identify future opportunities in menu offerings and packaged foods & beverages*
- *Leverage the long-term drivers that are truly propelling food industry trends*
- *Track trends in fine dining restaurant, foodservice, retail prepared foods, and packaged foods*
- *Match emerging trends to your organization's ongoing menu and product development*

### *About Packaged Facts*

*Packaged Facts, a division of MarketResearch.com, publishes market intelligence on a wide range of consumer market topics, including consumer demographics and shopper insights, consumer financial products and services, consumer goods and retailing, consumer packaged goods, and pet products and services. Eighty-three percent of the Fortune 500 companies have purchased research from MarketResearch.com. Packaged Facts also offers a full range of custom research services.*

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[1] <http://content.marketresearch.com/culinary-trend-tracking-series-pf>