

High-Protein Product Innovation through Market Expansion

Category Beginning

Serious athletes

Products to give them a winning edge
Performance-driven group
Prioritize functional benefits

Expansion into Actives

Actives

Products support an active lifestyle
Healthy products that taste good and provide energy
Fit into their busy, "on-the-go" lifestyle

Expansion into Lifestyle Users

Lifestyle users

Products seen as a shortcut to health
Weight management aid or seen as a shortcut to health

Expansion into Everyday Use

Everyday users

Products as part of an everyday routine (breakfast, snack)

SOURCE: PREMIER NUTRITION/2019 PROTEIN TRENDS & TECHNOLOGIES SEMINAR

Fast-growth companies such as Premier Nutrition must (breakfast, snack) often choose between allocating resources between higher risk technology innovation and market expansion of existing products into new categories.