



Diet and nutritional intake are essential elements for anyone partaking in sports, such as athletes, bodybuilders or the active individual. For muscles to be maintained and stay healthy, they need invaluable nutrients; primarily protein. With the growing sports food and beverage products market, there is now a wider choice and availability of plant-based protein products. This comes both in the form of main meals that are high in protein, as well as sports supplements and other specialized products that include a high amount of protein.

THE PROTEIN VARIETY OF PLANT-BASED PRODUCTS FOR SPORTS NUTRITION

There is a large variety of plant-based products that provide protein and other nutrients to athletes that aid in muscle growth and development. Some of these are:



SPORTS BARS

Consisting of mainly soy proteins, they can also contain wheat, as well as sometimes peas and rice



PROTEIN COOKIES

Like protein bars, this is a sweet snack rich in plant protein



PROTEIN PORRIDGE

Usually eaten for breakfast, it is also consumed to provide plant protein



READY-TO-DRINK

Consumed to aid muscle recovery and building, it can be used as a meal replacement



PROTEIN POWDER

Can be made from pea, soy and sunflower proteins, and is added to food or drink

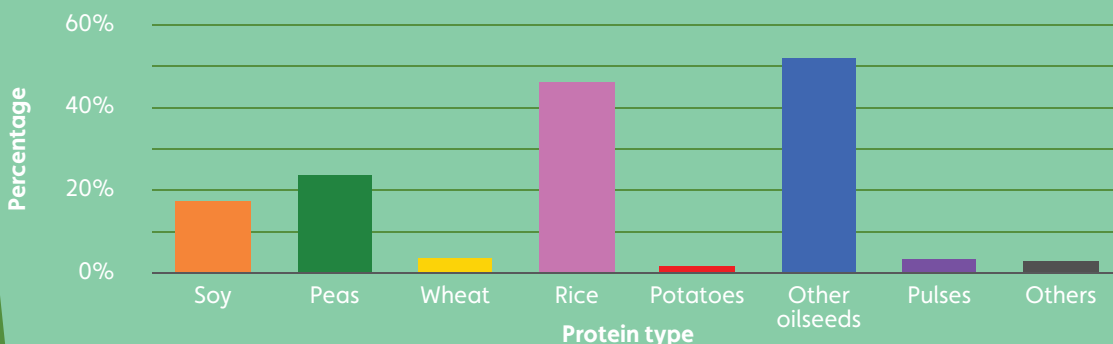
DID YOU KNOW?

+28.7%

was the GAGR of sports nutrition between 2016-2020 in the EU and UK, making it among the fastest growing categories for plant proteins.

PLANT PROTEINS IN SPORTS NUTRITION

The graph shows the percentage of different plant-based protein types found in sports nutrition product launches in the EU and UK in 2020.



Source: Innova Market Insights

The versatility of plant-based protein for sports foods allows it to be fully utilised in all types of products, becoming well adopted by many people including athletes.