

Confectionery and the protein trend

With a growing number of people actively consuming more protein that isn't meat, there are opportunities for the confectionery industry to tap into this trend. Lucy Beverley of Leatherhead Food Research reports.

Confectionery probably isn't the first category that springs to mind when thinking about products that deliver protein. However, with Leatherhead Food Research's latest survey showing 17% of consumers worldwide are eating more products containing protein (excluding meat and meat products) compared to 12 months ago, there are definitely opportunities to be had.

At 23%, the 18-24 age group were most likely to be eating more products containing protein, followed by the 25-34 age range (18%). The 55+ age group were least likely to be looking to increase their protein intake.

Following the success of the 2016 launch of Mars and Snickers Protein bars, Mars Chocolate UK has added a high-protein version of its Bounty bar to the range. Targeting the sports and nutrition market and making a high protein claim, the 51g, 192 calorie bar contains 19g of protein.



Staying with the high-protein, coconut-flavoured theme, Vitafy Essentials Sport has launched a Coconut Vanilla Protein Chocolate in Germany. Positioned by the manufacturer as being high in protein and calorie reduced, each 10g piece contains 38 calories and 3.2g of protein.



In the USA, Quest Cravings has recently repackaged its Protein Peanut

Butter Cups. Containing 240 calories, 1g of sugars and 20g of protein per 50g serving, the company positions the product as 'The first candy with a perfect nutritional profile.'



Got7 Nutrition has recently launched its Rio Crunch Protein Wafer Bar with Milk Chocolate in a number of markets including the UK, USA and Germany. The wafers contain 4g of protein and 99 calories per 20g bar.



In Brazil, Fibrasmil has recently added a Whey Protein Peanut Candy to its range. The gluten-free product has no sugar added and contains concentrated whey protein, providing 7g of protein and 98 calories per 20g serving.



Staying in Brazil, Chocolife has launched three chocolate Protein tablets. Available in dark chocolate, dark chocolate crisp and crunchy



dark chocolate with peanut, products contain 8g of vegetable protein and just over 200 calories per 40g serving.

In Sweden, Pandy has launched three new protein candy products in Cola & Lime, Sour Fruit and Salty Liquorice flavours. The jelly candies provide 16g of protein and 4g of branched-chain amino acids (BCAA) per 70g pack.



Also in Sweden, Barebells Functional Foods has launched a range of chocolate coated protein bites.

Protein Crisps are available in either Chocolate or Strawberry & White Chocolate flavours, with each 77g serving containing 20g of protein.



Last but not least, in New Zealand Whittaker's is getting behind the All Blacks as they take on the touring Lions team with the release of a new limited-edition range. The Full Eighty is described as creamy milk chocolate packed with cranberries, banana, protein puffs and peanuts. Available in a 250g block, 50g slab and mini slabs, the latter contain 1.7g of protein per 15g serving.

