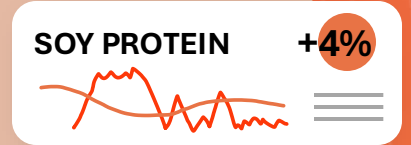
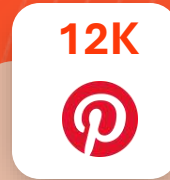
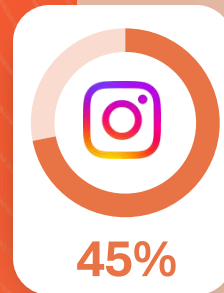
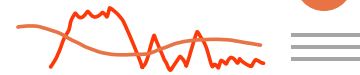


# THE FUTURE OF PROTEIN

Ingredients to watch in **2025**



MYCOPROTEIN +13%



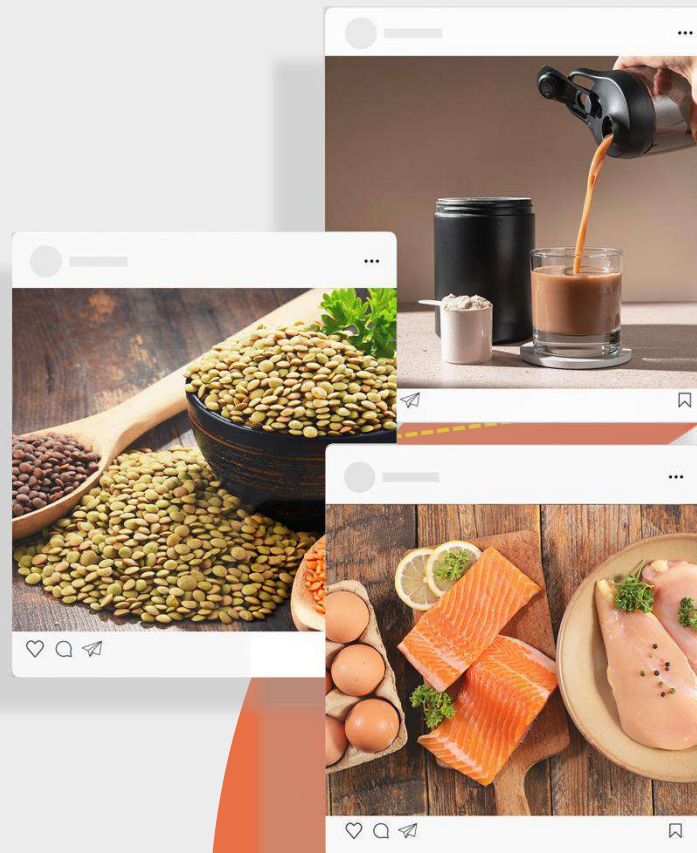
# We are Black Swan Data

The insights inside this report do not come from surveys, panels or focus groups. There are no questions asked. Nor any prompted responses.

Our technology applies AI and predictive analytics to millions of social and online posts to understand consumer behavior.

It identifies, connects and predicts future consumer needs and emerging trends with **89%** accuracy.

Leading CPG brands are leveraging this data to make faster, more confident, evidence-driven decisions along each stage of the innovation process.





# Our **data** explained

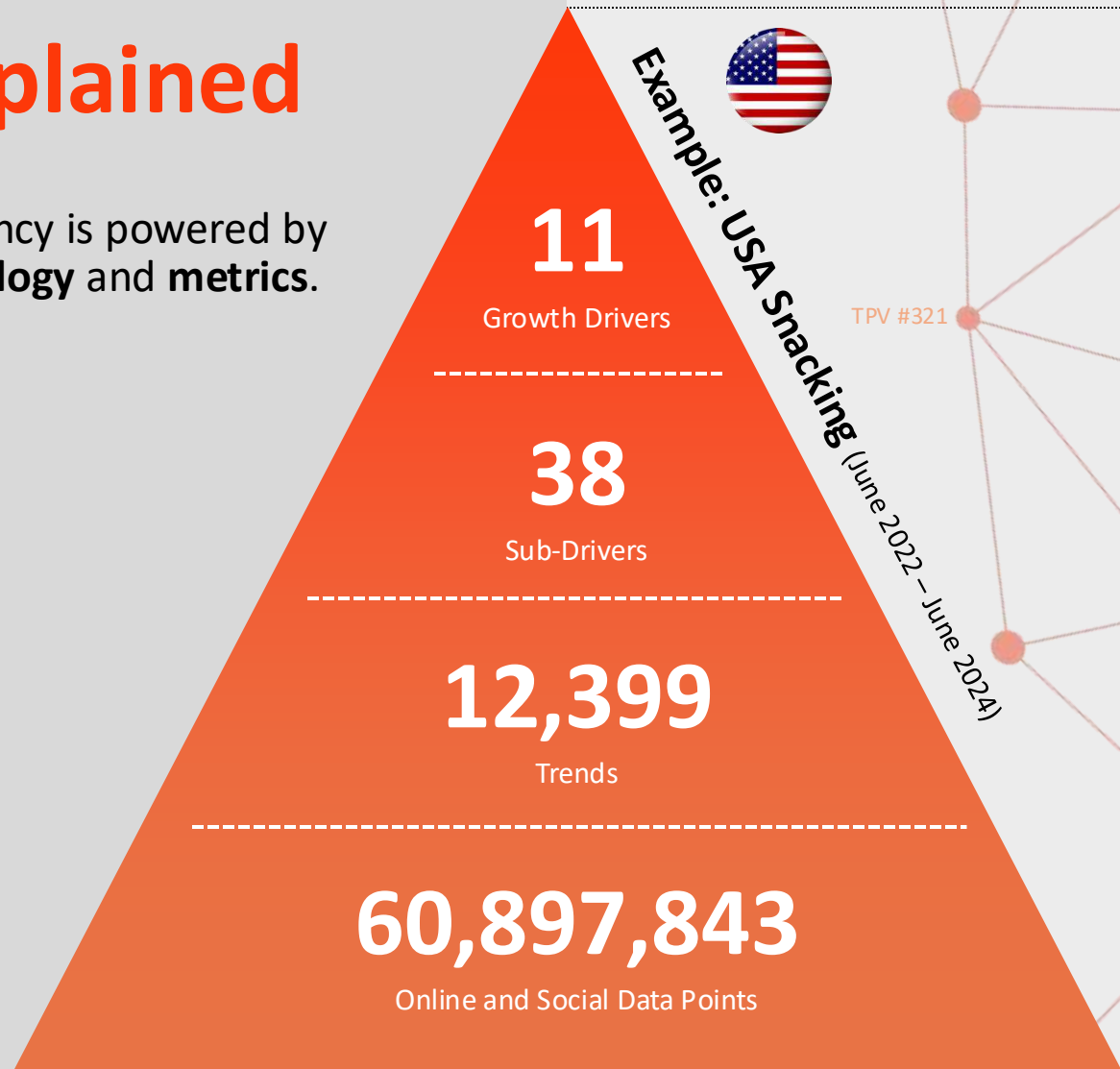
Our platform and consultancy is powered by our unique **data, methodology** and **metrics**.

## How does it work?

Our platform retrieves all the relevant consumer posts in a category; in this example, **60+ million** posts related to **USA Snacking**.

We use AI and data science to isolate all the individual trending topics and behaviors and understand how they cluster and ladder-up into category growth drivers.

This dynamic segmentation framework is refreshed monthly and evolves as consumers and the category evolves.



TPV #24

## Metrics

### Trend Prediction Value (TPV)

Ranks trends based on future growth potential.

### Volume

Total number of unique posts over a 2-year timeframe.

### Growth

The year-on-year increase or decrease in conversation around a trend.

TPV #4



# The **protein** landscape

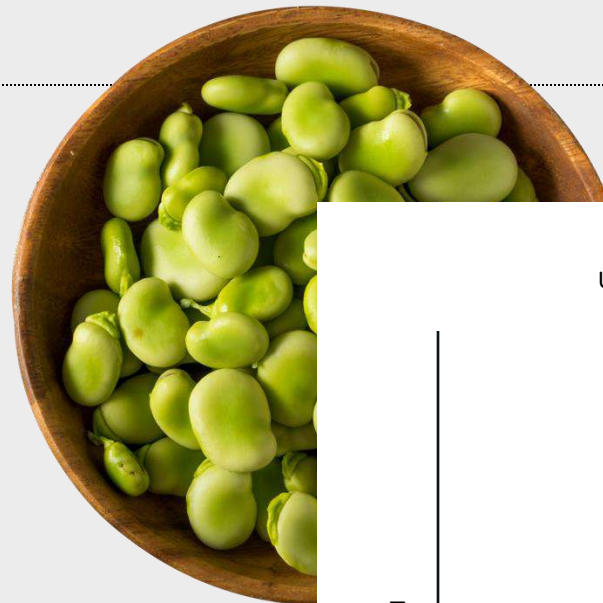
We've mapped the growth drivers related to protein across four relevant datasets – **USA Meals, Snacking, Beverages** and **Supplementary Nutrition**.

This framework helps us understand how consumers are behaving and how their needs are changing in a category.

We can see growth across the protein landscape. The space is exploding.

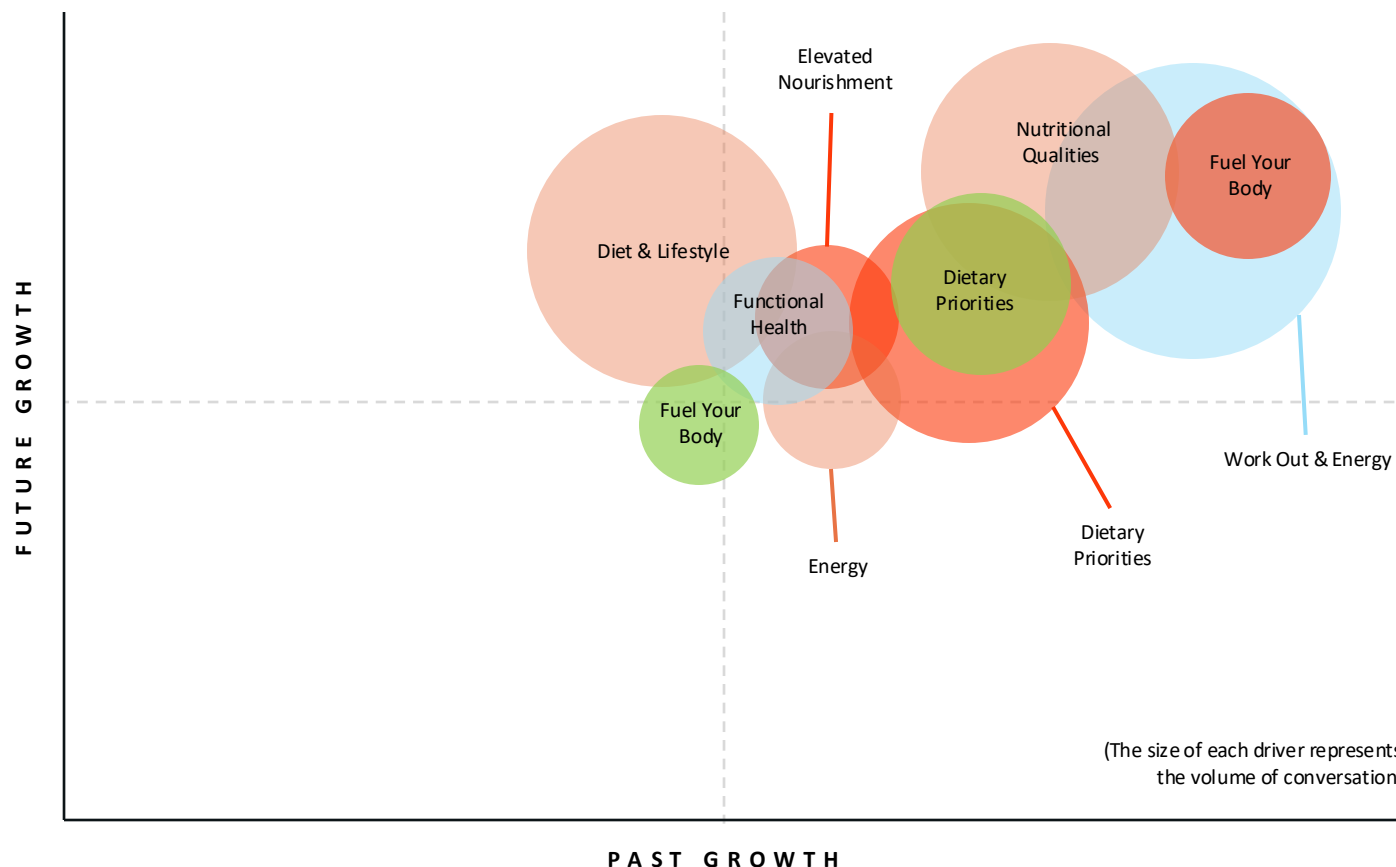
Protein consumption is driven by consumer needs linked to **energy, functional nutrition, dieting** and **workout performance**.

In this report, we're going to focus in on the ingredients driving growth in the **Beverages** and **Snacking** spaces.



## Growth Drivers related to Protein

USA Meals, Snacking, Beverages, Supplementary Nutrition (June 2022 – June 2024)



KEY: ● Snacking ● Meals ● Beverages ● Supplementary Nutrition

# Animal v **plant** proteins

We've plotted the key **protein-rich ingredients** that are trending in the Beverages and Snacking categories.

A variety of animal and plant proteins are surfacing.

We can see animal-based ingredients such as **Whey Isolate** and **Egg White** occupy the Mature and Declining phases.

They are popular, well-established proteins but are beginning to stagnate.

Plant-based proteins dominate the Growing and Emerging phases – including **Mung Bean** and **Chia**.

The growth of plant proteins is driven by consumers' desire for more sustainable, lower impact products.

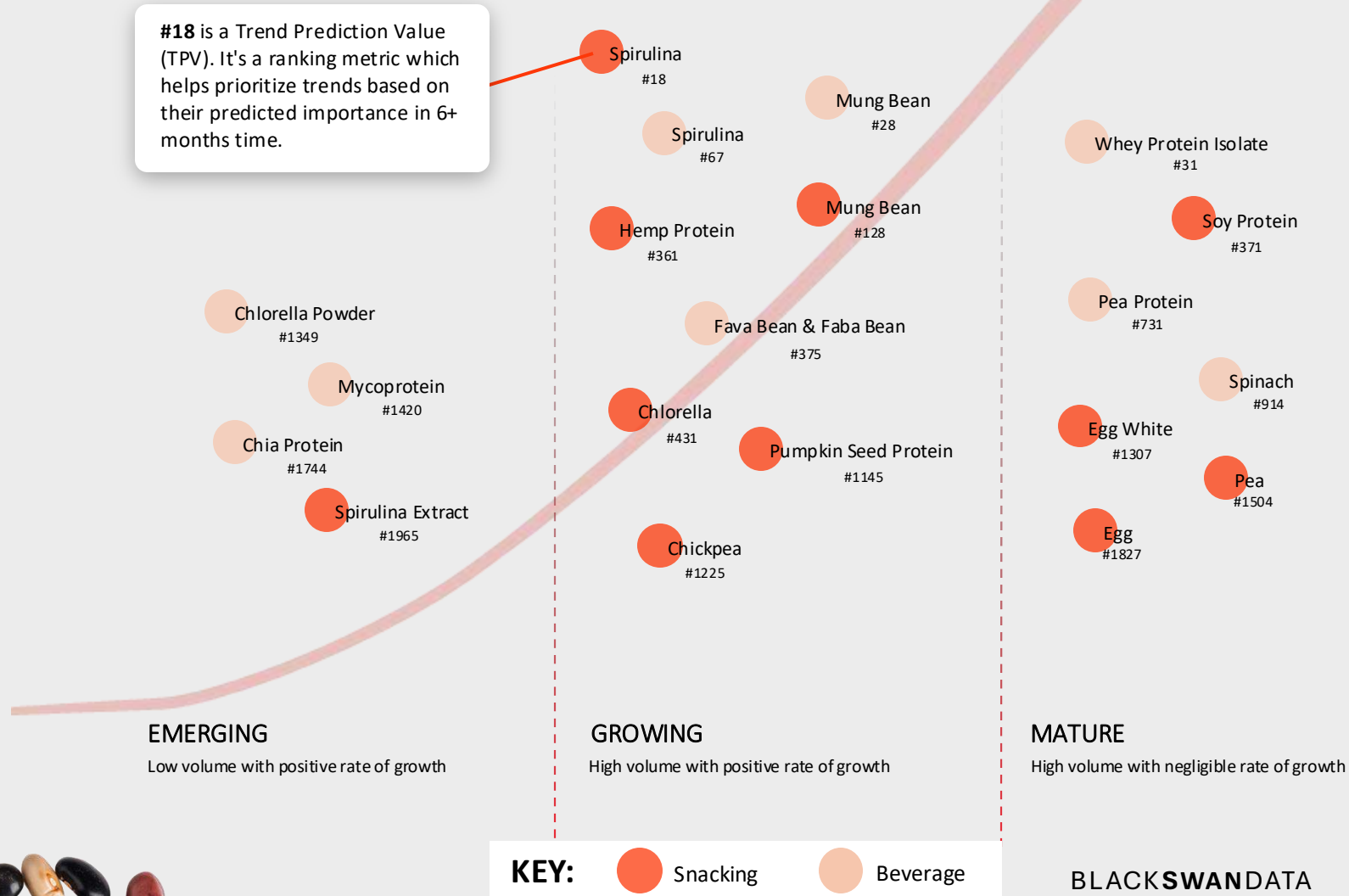
But not all plants are on the same trajectory.

While **Soy** and **Pea** proteins are widespread in-market, a new range of plant-based ingredients are accelerating due to extra, functional properties.

**ACT NEXT**  
(12-36 months)

**ACT NOW**  
(0-12 months)

#18 is a Trend Prediction Value (TPV). It's a ranking metric which helps prioritize trends based on their predicted importance in 6+ months time.



# Beyond **protein**

Consumers are placing greater emphasis on the **nutritional value** of their protein sources.

While they are moving towards plant proteins over animal-based sources, consumers are concerned over the nutritional deficiencies of some plants.

They are missing out on the vitamins and minerals which are abundant in animal proteins.

This includes **Essential Amino** and **Fatty Acids**, as well as **Vitamins B12** and **D**.

Consumers are searching for non-animal proteins that deliver the same benefits as animal sources.

They are becoming more and more knowledgeable about the nutritional quality of the products they consume.

And are looking for snacks and beverages that provide more than just a protein boost.



## Trends associated with **Animal-Based Proteins**

### Snacking

TPV #142  
Vol: 1,619  
Growth: +38%

### Essential Amino Acid

### Beverage

TPV #191  
Vol: 2,781  
Growth: +7%

### Snacking

TPV #319  
Vol: 576  
Growth: +60%

### Essential Fatty Acid

### Beverage

TPV #554  
Vol: 665  
Growth: +8%

### Snacking

TPV #220  
Vol: 2,857  
Growth: +16%

### Vitamin B12 (Cobalamin)

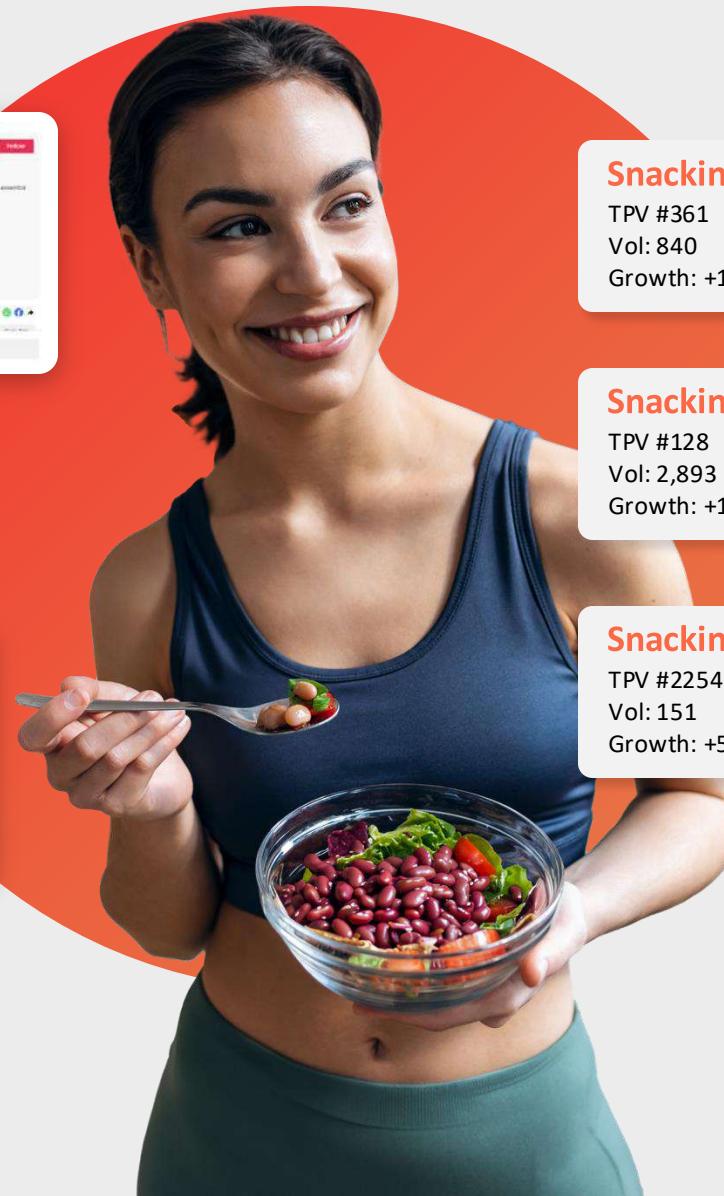
### Beverage

TPV #542  
Vol: 5,044  
Growth: -9%



**Fungal proteins** and **microalgae** are protein-dense and packed with omega 3, antioxidants and other vitamins.

TPV #375  
Vol: 1,019  
Growth: +11%



# Trends to watch

These are three **protein-rich ingredients** our data predicts will surge in 2025.

## Spirulina



### Snacking

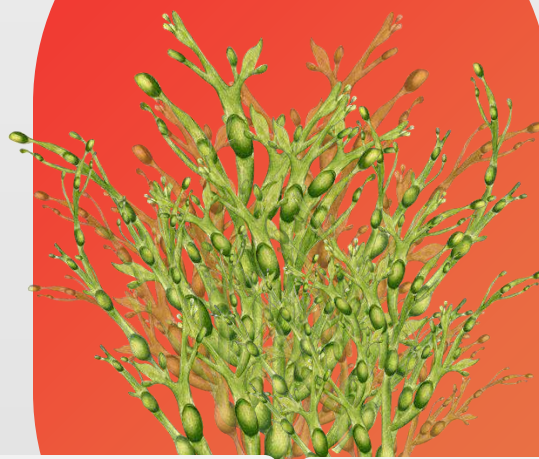
TPV #256  
Vol: 248  
Growth: +27%

### Beverages

TPV #18  
Vol: 3,614  
Growth: +32%

**Spirulina** is a blue-green algae that is packed with protein. This ingredient was first popularized in the health space for its rich nutrient profile but is being reframed as high in protein and highly sustainable.

## Chlorella



### Snacking

TPV #431  
Vol: 695  
Growth: +29%

### Beverages

TPV #212  
Vol: 1,550  
Growth: +3%

**Chlorella** is a nutrient-dense algae with wide health benefits, including detoxification and lowering cholesterol - now also being recognized for its high protein content.

## Mycoprotein



### Snacking

TPV #1682  
Vol: 106  
Growth: +1%

### Beverages

TPV #1420  
Vol: 122  
Growth: +13%

**Mycoprotein** is a protein-rich, high-fiber food derived from fungus. It was created by **Quorn** and primarily sold in Europe and the UK. This protein has a meat-like texture and can be produced with minimal environmental impact.



# Brand spotlight

We've spotlighted two brands that are activating in the 'protein plus' space.

## Sea Moss

TPV #332  
Vol: 1,151  
Growth: +13%

## Spirulina

TPV #18  
Vol: 3,614  
Growth: +32%



## Healthy

TPV #261  
Vol: 10,702  
Growth: +13%

## Detoxifying

TPV #202  
Vol: 10,814  
Growth: +28%

## High Protein

TPV #219  
Vol: 81,438  
Growth: +29%

## Erewhon

**Erewhon** is a high-end organic and natural supermarket chain. Their private label range, including **Artisan Popcorn** contains Spirulina to create a high-protein and highly nutritious snack.

## Plant-Based

TPV #245  
Vol: 92,839  
Growth: -15%

## Spirulina

TPV #67  
Vol: 7,669  
Growth: +15%

## Pea Protein

TPV #731  
Vol: 10,556  
Growth: +7%



## Vitamin Fortified

TPV #97  
Vol: 1,269  
Growth: -23%

## Muscle Recovery

TPV #4  
Vol: 2,906  
Growth: +12%

## KOS Naturals

**KOS Naturals** create powder for 'superfood plant protein shakes'. Their products include 12 vitamins and minerals to deliver a nutritional boost on top of a protein hit.

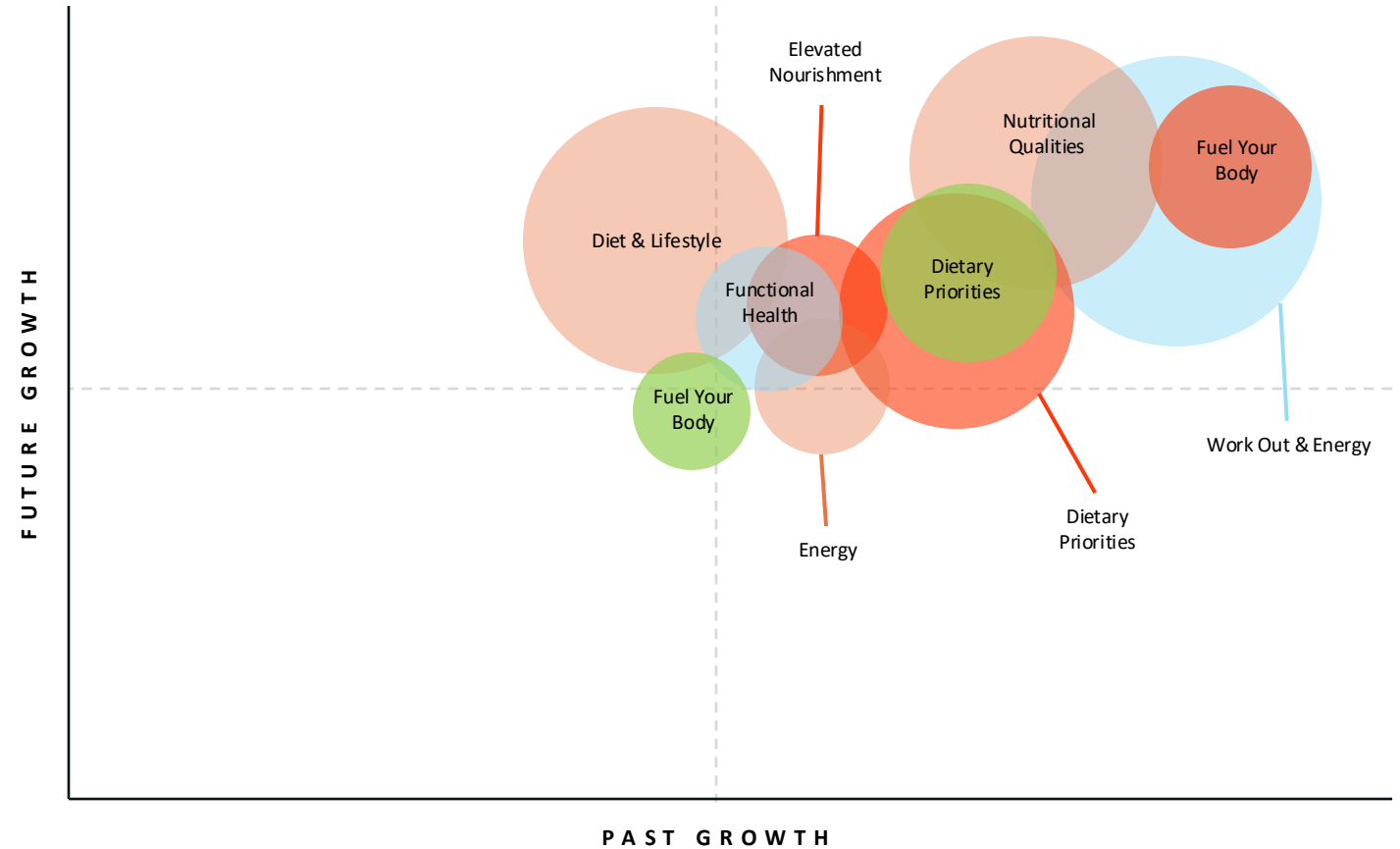
# Want to **explore the protein landscape** in full?

In this report we've only analyzed a fraction of the **growth opportunities** in the USA protein space.

From **Protein to Sustainability**, the impact of **Ozempic**, or **cross-category** trend influences – we can help answer your burning insight questions.

If you would like to explore the emerging trends and opportunities across any of the other drivers, get in touch.

We can also map your brand, portfolio or demand spaces to this framework to analyze and determine **'where to play'** and **'how to win'** in 2025+.



KEY: ● Snacking ● Meals ● Beverages ● Supplementary Nutrition

# Insight & Innovation solutions that fit your needs

We've only just scratched the surface of how our data and prediction metrics can **identify growth drivers, emerging trends and innovation opportunities** in the food and beverages categories.

Our **expert consultancy** and **self-serve platform** deliver the agility and answers our customers need in an increasingly challenging marketplace.

To find out how we can **kick-start your innovation process**, please get in touch.



## Strategic Consultancy

Lean on our expert consultants to jumpstart your insights transformation and apply the power of our data to answer your key business questions, including:

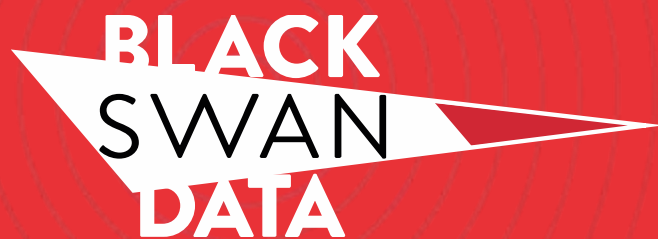
- Future of Category Mapping
- Activating Demand Spaces
- Ideation and NPD Springboards



## Always-On Data

- Never miss a trend again with AI-powered predictions at your fingertips
- Our platform powers key tasks along the innovation process with evidence and predictive metrics
- Delivers enterprise-wide competitive advantage through smarter, faster more consumer-centric innovation programs





## Authors



Khethelo Ndlovu  
Insights Consultant



Gianna Tomassi  
Insights Director

## See the data in action

Visit [blackswan.com](https://blackswan.com) or **book an intro** with one of our Insight and Innovation experts to understand how 50+ of the world's leading CPGs use our predictive, social intelligence to win in their categories.

[\*\*BOOK HERE\*\*](#)



**PEPSICO**



General  
Mills



**Nestlé**

**COTY**  
SINCE 1904

**★ HEINEKEN**