



**Zero To Billion:
The Rise of Plant-
based Proteins**
植物蛋白的崛起

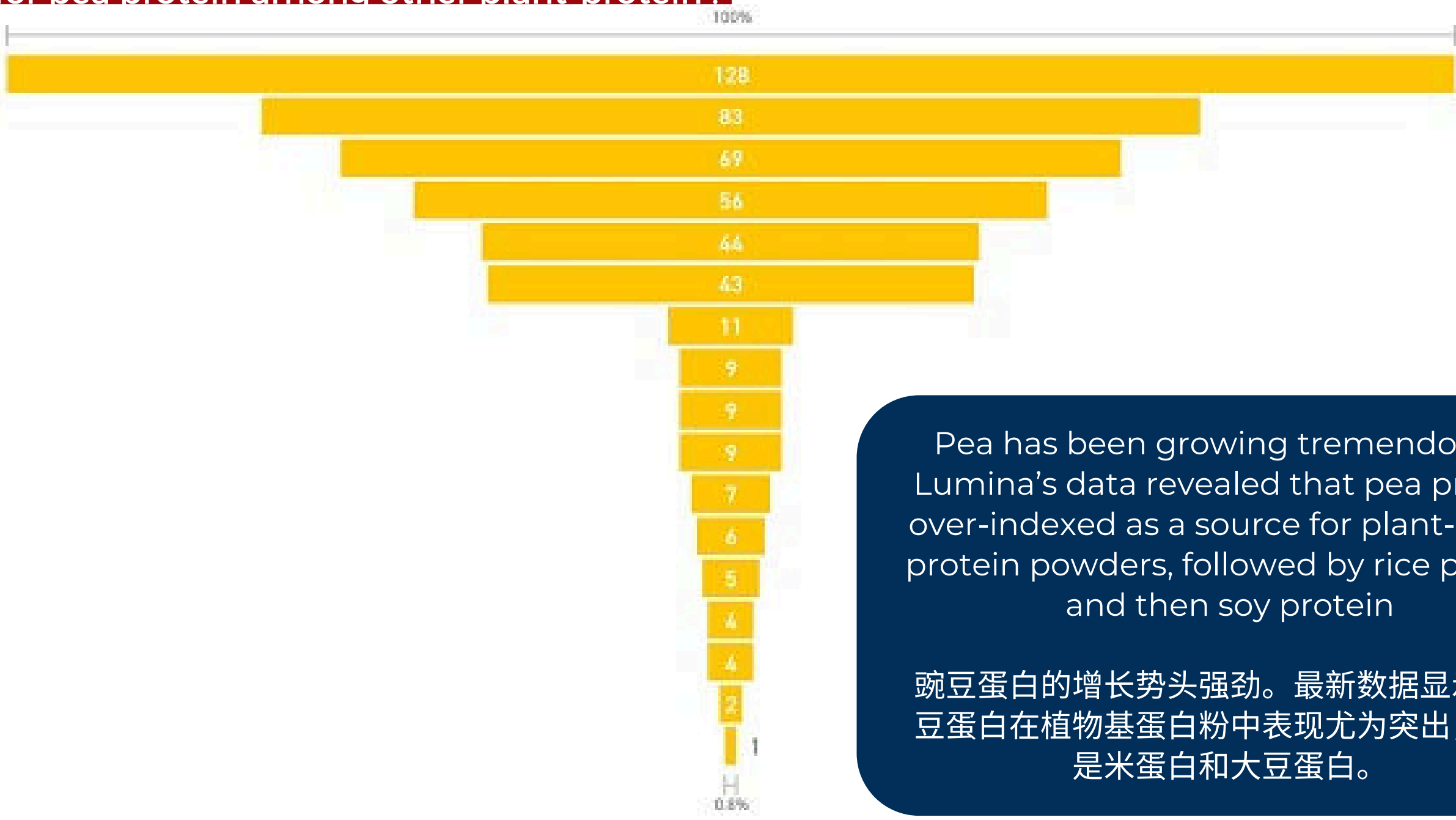
植物蛋白的流行趋势

Prevalence of protein sources in plant-based protein powders



消费者最青睐的植物蛋白是豌豆蛋白。
 Mostly consumer seek for pea protein among other plant-protein!

- Pea Protein
- Rice Protein (White/Brown)
- Soy Protein
- Pea Protein Isolate
- Hemp Protein
- Soy Protein Isolate
- Sacha Inchi Protein
- Pumpkin Seed Protein
- Amaranth Protein
- Sunflower Seed Protein
- Oat Protein
- Quinoa Protein
- Gluten
- Wheat Protein
- Chickpea / Garbanzo Bean
- Alfalfa Protein
- Millet Protein



Pea has been growing tremendously. Lumina's data revealed that pea protein over-indexed as a source for plant-based protein powders, followed by rice protein and then soy protein

豌豆蛋白的增长势头强劲。最新数据显示，豌豆蛋白在植物基蛋白粉中表现尤为突出，其次是米蛋白和大豆蛋白。

Plant-based beverages saw early success in sports nutrition

52%

of consumers are eating more plant-based food & beverages
越来越多的消费者开始选择植物性食品和饮料。

Sports Nutrition powder category was a foot in the door for plant based proteins. In 2013, data from Netherlands-based Innova Market Insights showed that more plant-based sports powders were introduced than in any other food or beverage category. 运动营养为植物蛋白进入市场奠定了基础。根据数据表明，植物基运动粉类产品的推出数量超过了其他任何食品或饮料类别。

60%

of respondents said that their change to plant-based alternatives was "permanent or they hoped it was permanent"
受访者表示，他们转向植物性替代品的改变是“永久的或希望是永久的”

“Plant based-protein supplement are growing at a faster rate than the overall protein supplement category, thus gaining market share”
植物蛋白补充剂的增长速度比其他蛋白补充剂更快，市场份额也在不断增加。

Nielsen's data shows that the **top 15 plant-based protein supplements**, which make up **over \$75 million in sales** (about 8% of the category), experienced **51% year-over-year growth** compared to 15% for the overall category
前15名植物蛋白补充剂的销售额超过7500万美元（占该类别的约8%），同比增长了51%，而整个类别的增长为15%。

Whey protein
乳清蛋白

Rice Protein
大米蛋白

Pea Protein
豌豆蛋白

Plant-Based Ingredients on the Rise: What's Trending Now ?

Consumers seek value from ingredients



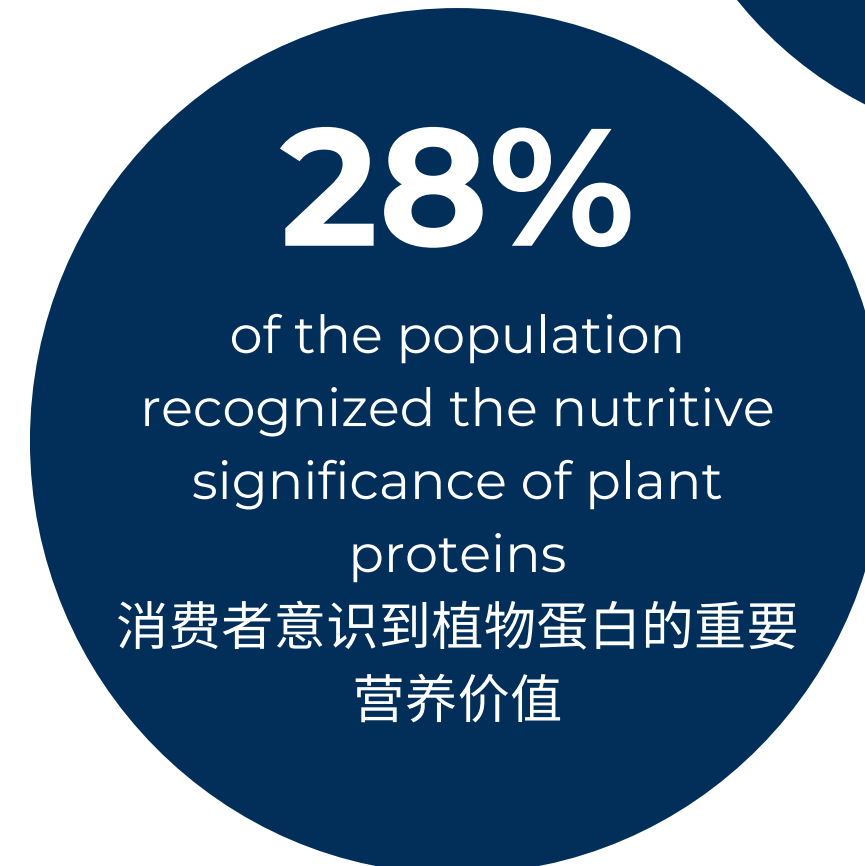
consumers globally say that they **always look at ingredients** of interest on product pack
新生代消费者更倾向于选择包装上标明产品热量值及营养成分



of consumers globally say **"Protein"** is the most important ingredients
全球消费者认为蛋白质是理想的常量营养素



69%
considered that plant proteins helped their nutritional gains
认为植物蛋白有助于提升营养。



28%
of the population recognized the nutritive significance of plant proteins
消费者意识到植物蛋白的重要营养价值

Plant-Based Proteins on the Rise: What's Trending Now ?

Consumers seek value from ingredients



Pea Protein 豌豆蛋白成为市场新宠儿

- **Muscle Building肌肉增长:** Supports muscle growth & repair with its high-quality protein content. 助于肌肉增长和修复
- **Weight Management体重管理:** Helps with satiety & appetite control 帮助增强饱腹感与控制食欲
- **Digestive Health消化系统健康:** Easy to digest & gentle on the stomach 易于消化，温和呵护胃部

Oat Milk 燕麦奶

- **Sustainable Choice可持续之选:** One of the 'most sustainable' plant-based milk options 作为最可持续发展的植物奶之一
- **Natural Sweetness天然甜味:** Provides natural sweetness 提供天然的甜味。
- **Rich, Creamy Taste浓郁顺滑的口感:** Delivers a rich, creamy taste with a smooth texture 带来浓郁顺滑的口感
- **Versatile and Nutritious营养丰富:** A versatile & nutritious addition to any functional creation, supporting heart health, digestive health, and bone strength 支持心脏健康、消化健康和骨骼强度



Plant-Based Proteins on the Rise: What's Trending Now ?

Consumers seek value from ingredients



Brown Rice Protein 糙米蛋白

- **Hypoallergenic 低致敏性:** Suitable for individuals with allergies or sensitivities to dairy, soy, or gluten 适合对乳制品、大豆或麸质过敏或敏感的人群
- **Muscle Recovery 肌肉恢复:** Supports muscle repair with a good amino acid profile 通过良好的氨基酸组合助于肌肉修复
- **Energy Boost 提供能量:** Provides a steady energy supply 稳定持续的能量补充

Soy Protein

- **Complete Amino Acid Profile 全氨基酸:** Complete protein source for muscle repair and growth 为肌肉修复和生长提供全面的蛋白质来源。
- **Heart Health 心脏健康:** Help lower cholesterol levels & support overall cardiovascular health 有助于降低胆固醇水平以及促进心血管健康
- **Bone Health 骨骼健康:** Contains calcium and magnesium that support bone strength 含有钙和镁，有助于增强骨骼强度





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