

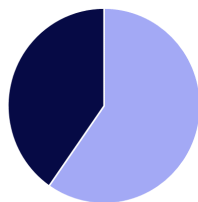
# NIQ

## WHAT'S HAPPENING IN PERFORMANCE NUTRITION?



Did you know  
**SOCIAL RESPONSIBILITY**  
claims are **up 12.8%**  
in Performance Nutrition?

40% OF SALES  
OCCUR ONLINE



ONLINE SHARE  
**+1.2 PTS** YoY

PERFORMANCE  
NUTRITION  
\$ SALES

**\$2.7B**

Total US xAOC

ICED  
FASTEST GROWING  
SEARCH TERM IN  
HEALTHY & RECOVERY  
DRINKS AND POWDERS

**+474%**  
YoY

FASTEST GROWING  
PERFORMANCE  
NUTRITION

Weight mgt. cookies	+75.2%
Health/nutrition bites	+25.3%
Health & perf. shakes	+16.8%

TOP 5 CLAIMS  
(based on \$ share)

1. MINERALS PRESENCE
2. CALORIE PRESENCE
3. SUGAR CONSCIOUS
4. FREE FROM LACTOSE
5. SUSTAINABILITY CERTIFIED

Source: NIQ Total US xAOC L52W ending 1/28/23