
CARBERY
WHEY PROTEIN INGREDIENTS
for Active Lifestyle Nutrition
carbery.com/nutrition

CONSUMER MOTIVATIONS

Why consumers are embracing protein

Active nutrition is a diverse and rapidly growing market. People are looking for nutritional foods and drinks that help them live healthier, more balanced lives.

Active nutrition appeals to a wide variety of consumer motivations - managing appetite and weight, fuelling busy and active lives, or supporting lifelong mobility and strength.

For brands, this means active nutrition is a segmented market. Each motivation requires its own nuanced approach to formulation, usage occasion, and format. The common thread is products should be positioned with a clear purpose, be easy to use and fit into daily life.

In active nutrition, whey protein is a "hero ingredient" that helps brands meet a variety of consumer needs and protein quality remains important.

Whey protein is a complete protein, delivering all nine essential amino acids with high digestibility and premium quality. This provides a credible nutritional foundation for a wide range of active nutrition applications.



HEALTHY WEIGHT MANAGEMENT

More people are choosing active nutrition products to help them feel full, stay balanced, and make healthier choices each day. Whey protein is an important macronutrient that helps maintain muscle mass while on a healthy weight management journey.



FOR HEALTHIER YEARS AHEAD

As people place greater focus on strength, energy, and healthy ageing, whey protein's support for both muscle and bone health makes it important for lifelong wellbeing.



FOR EVERYDAY MOVEMENT

Active nutrition is used not only for athletic performance, but also by many people to support movement, recovery, and daily wellbeing.

SCIENCE OF PROTEIN FOR ACTIVE LIFESTYLE

How whey protein supports an active lifestyle

The science of active nutrition is shaped less by peak physiological demand and more by the role protein can play across everyday health goals. Differing motivations are connected by a common need for products that deliver targeted nutrition in a form consumers enjoy using consistently. Choosing the right whey protein can help brands develop products that feel easier to incorporate into everyday life, whether in drinks, shakes or snack-based formats.

NUTRITION

Balanced Support

As a complete protein, whey protein delivers all essential amino acids needed to support muscle protein synthesis. It also supports broader nutritional goals, with benefits linked to muscle and bone health as well as satiety. This makes whey protein a strong fit for everyday products designed to deliver convenient, balanced nutrition for active consumers.

CONVENIENCE

Whey protein is format flexible

Active nutrition is a format-diverse category. Protein works across bars, drinks, shakes and other convenient product types, often with different functional and sensory demands. Whey protein helps brands meet that wider opportunity through a combination of nutritional quality, formulation flexibility and application relevance.

DIGESTIVE

Health & Comfort

Where products are designed for frequent or daily consumption, digestive comfort can be an important part of the experience. Hydrolysed whey proteins are digested and absorbed more rapidly than intact protein, and are ideal for consumers who experience digestive discomfort.

SENSORY

Product experience influences repeat use

In active nutrition, repeat purchase is often shaped as much by product experience as by nutritional panel claims. Taste, texture, drinkability and overall ease of consumption all play an important role in whether products become part of a consumer's regular routine.

PRODUCTS

Isolac®

Whey Protein Isolate

Isolac is Carbery's whey protein isolate solution for active nutrition applications where protein quality, purity and versatility are important. With high protein content and low levels of fat and lactose, it offers brands a clean, efficient protein option for products designed around everyday health, convenience and active lifestyle support.

Its broad application suitability makes Isolac a good fit for active nutrition formats that need to combine nutritional credibility with consumer-friendly product experience.

Its clean taste profile and formulation flexibility also make it well suited to products designed for regular consumption, where repeat use depends not just on the proposition, but on the overall eating or drinking experience.

**WPI variants have varying levels of lactose so may not all be suitable*



KEY HIGHLIGHTS

- High biological value, rich in essential and branched-chain amino acids
- Low fat, low lactose, suitable for lactose-intolerant individuals* and vegetarians.
- Clean, mild flavour and taste with good mixability.

PRODUCTS

Optipep®

Hydrolysed Whey Protein

Optipep is Carbery's hydrolysed whey protein solution for active nutrition products that call for a more specialised protein format. Produced by enzymatic hydrolysis, the protein is broken down into smaller peptides, creating a targeted ingredient option for concepts that need more than protein content alone.

In active nutrition, its value is not limited to nutritional positioning. Optipep also delivers nutritional benefits such as ease of digestion, alongside functional advantages that can help brands develop products for more demanding applications – including formats such as bars – where texture, processing behaviour, digestibility, and overall product performance matter.

This makes Optipep a strong solution for brands developing specialised active nutrition products within a broader portfolio.



KEY HIGHLIGHTS

- Rapid absorption & ease of digestion
- Great tasting hydrolysed whey protein with excellent biological value
- Suited to a range of active nutrition formats
- Heat stability

FORMAT SPOTLIGHT

GLP-1 Companion Drink

Whey protein is well positioned as a "GLP-1 companion," complementing treatment by supporting fullness, balanced nutrition, and daily protein needs without replacing the therapy itself.

This whey protein–based companion concept is designed for GLP-1 users to support weight-loss goals, featuring Isolac Whey Protein Isolate and Optipep Hydrolysed Whey Protein to help maintain lean muscle, plus added vitamins, minerals, fibre and calcium to support bone health.



MARKET INSIGHTS

16%

of consumers are currently trying to lose weight using prescription medication, showing a rapidly growing addressable market for GLP-1-aligned nutrition products.

11%

of the world's adult population is classified as obese, indicating a large and growing pool of potential GLP-1 users and adjacent consumers.

85%

of GLP-1 users discontinue or use inconsistently within two years, creating a large secondary market of consumers needing ongoing weight-maintenance nutrition solutions.

Source: Euromonitor, 2025

MUSCLE GUARDIAN

Helps preserve lean muscle mass during GLP-1 treatment by supporting protein synthesis and reducing breakdown.

WEIGHT DEFENDER

May help reduce weight regain after stopping GLP-1 therapy by supporting satiety, metabolism, and body composition.

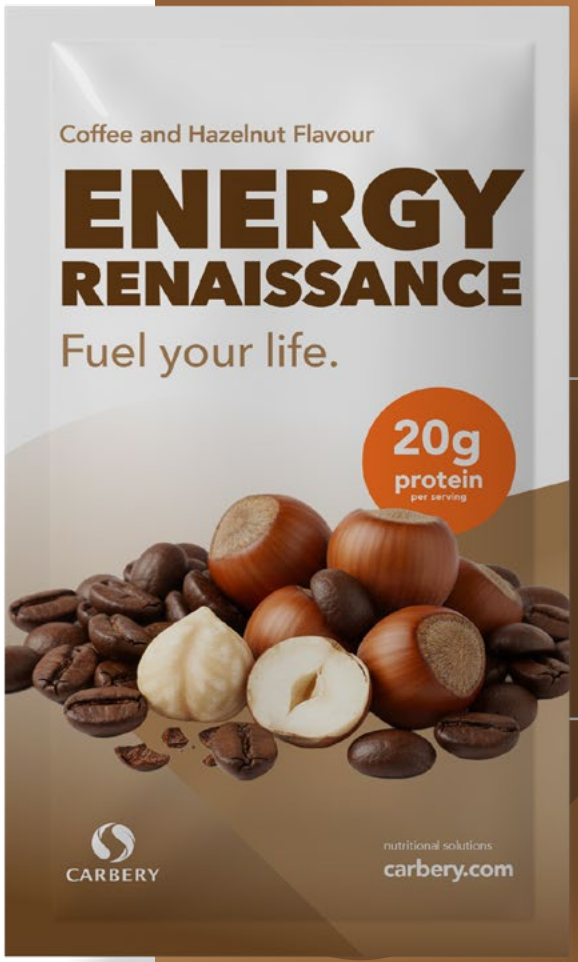
NATURAL GLP-1 STIMULATOR

Boosts natural GLP-1 release to support short-term appetite and glucose control, though effects are modest compared with medications.

FORMAT SPOTLIGHT

Protein Coffee

The world consumes over 2 billion cups of coffee every day and protein is increasingly becoming a part of everyday routines. This hazelnut latte is a delicious hot protein coffee, delivering 20g of protein per serving. Developed with Optipep hydrolysed Whey protein and Carbelac whey protein concentrate, it offers excellent flavour and a creamy mouthfeel.



NUTRITION

Protein coffee formulated with Carbelac Whey Protein Concentrate delivers high-quality dairy protein to support protein enrichment while helping optimise the overall nutritional profile of the beverage.

SENSORY

Carbelac contributes a smooth, creamy mouthfeel and clean, milky flavour, helping protein-fortified coffee retain indulgence and balance without bitterness or off-notes.

FLEXIBILITY

With good heat stability and process tolerance, Optipep and Carbelac suits both hot and cold protein coffee formats, supporting a wide range of applications from RTD to barista-style beverages.

MARKET INSIGHTS

84%

of consumers find high-protein claims appealing, reinforcing protein as a core and expected feature in functional beverages.

62%

of consumers use sports nutrition products for casual exercise rather than intense training, indicating a shift toward everyday, lifestyle-friendly formats like protein coffee.

44%

of consumers have purchased ready-to-drink protein beverages in the last six months, indicating strong acceptance of RTD protein formats.

Source: FMCG Gurus, 2025

FORMAT SPOTLIGHT

Her Health Bar

Developed with women's health in mind, this strawberry cheesecake protein bar combines indulgent flavour with targeted nutrition.

Formulated with Optipep hydrolysed whey protein, it delivers high-quality, easily digestible protein to support muscle maintenance and sustained energy, ideal for busy, on-the-go lifestyles.

A carefully selected blend of essential vitamins and minerals helps support key areas of women's health, including bone health and hormone regulation, offering functional benefits beyond a standard protein snack.

MARKET INSIGHTS

12%

growth in women's health supplement NPD outperforms the total category's 3%. Which signals broader consumer demand for female-focused functional solutions.

40%

of women globally cite weight management as their top physical health concern, indicating strong demand for protein-rich products that support satiety and healthy weight maintenance.

4in5

women take supplements regularly, indicating high openness toward functional nutrition beyond pills - including fortified food formats like bars.

Source: Innova, 2026



NUTRITION

Powered by Optipep, a high-quality hydrolysed protein that delivers all essential amino acids with excellent digestibility to support strength, recovery and everyday wellbeing.

SENSORY

Naturally soft, smooth texture and clean taste, helping create a protein bar that's enjoyable to eat every time.

FLEXIBILITY

The bar format is designed for versatility across flavours and occasions, with Optipep helping maintain freshness, texture and shelf appeal.

CARBERY

PARTNERS IN PROGRESS

Active Nutrition Understanding

Deep knowledge of the active nutrition category, enabling brands to align whey protein ingredients with consumer motivations, usage occasions, and value propositions shaping the space.

Portfolio Building

Support in developing active nutrition portfolios that respond to different consumer motivations, from weight management and longevity to movement and everyday wellness.

Commercial Reliability

Consistent quality, supply and technical support to help brands develop active nutrition products with greater confidence.

Format Development Support

Support in developing whey protein ingredients across multiple performance formats, from powders and RTMs to RTDs, bars and more specialised concepts.

Formulation Confidence

Guidance in choosing whey protein solutions that balance nutritional intent with the sensory, functional and technical demands of active nutrition product applications.

Taste & Flavour Expertise

Our flavour partners, Synergy, provide expertise in taste, flavour modulation and sensory optimisation, helping brands develop active nutrition products that combine whey protein performance and satisfying taste experience.

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