



While sports nutrition was the **#1 usage segment**, **more than half of new whey protein product launches**

in 2017 were in other categories: meals from breakfast options such as oatmeal to pizza with fortified crust, and snacks from popcorn to protein-coated almonds.



Yogurt, Oatmeal & Breakfast Foods



Savory/Indulgent Snacks



Pizza Crust



Advantages of U.S. whey protein:

- ✓ high quality, complete protein
- ✓ multifaceted functionality
- ✓ versatile cross-category usage

Whey Protein New Protein Introductions by Region

Western Europe and North America accounted for half (58%) of 2017 launch activity; upward momentum in Latin America and Asia

- North America **29.6%**
- Western Europe **28.8%**
- Asia **15.4%**
- Latin America **10.0%**
- Eastern Europe **7.9%**
- Australasia **4.8%**
- Middle East & Africa **3.5%**

THE U.S. IS THE #1 PRODUCER OF WHEY INGREDIENTS IN THE WORLD

U.S. PRODUCTION CAN MEET GROWING GLOBAL DEMAND

From flavor and texture enhancement to protein fortification for added nutrition, U.S. whey proteins are an advantageous innovation solution that also support a simple ingredient list.

288,000 MT U.S. dairy production of whey protein in 2018, **67%** of which was exported (Source: USDA)

Exports of whey protein concentrate (WPC) and whey protein isolate (WPI) reached record highs