

Protein Trends that Drive Sales

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#3 Nutrient Consumers Looking to Consume*

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Top 10 2013 Functional Food Trends Features Protein

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4 in 10 Consumers Eating More Protein

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33% Increase in 2012 Protein Sales

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39% Say High-Protein Label Claims are Important

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39% Increase in Raw Protein Sales

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#5 Most Important Component of Healthy Eating**

And don't forget that protein can aid nutrient absorption, satiety, muscle development, plus more. More research to support label claims when using Axiom Food's proteins is coming in 2014!

*Only behind Fiber and Whole Grain | **Only behind More Vegetables, More Fruits, Limited Processed Foods and Low Saturated Fats