

THE SCOOP ON

Who takes

Protein?



10%

of U.S. adult
supplement users take
protein supplements

By generation

Generation X **15%**

Generation Y **14%**

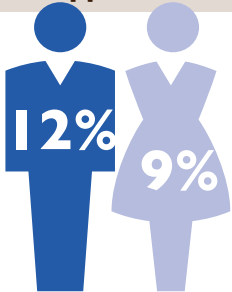
Boomers **9%**

Elders **3%**

**15% of Generation X
supplement users take a
protein supplement**

By gender

**12% of male and
9% of female
take a protein
supplement**



PROTEIN BAR

Protein supplements
come in a variety of forms,
including bars & powders

SOURCE: Council for Responsible Nutrition (CRN)
www.crnusa.org/CRNconsumersurvey/2014