

Protein Shakes

Wordnerds Market Review #1



T: +44 (0)191 300 9444

E: hello@wordnerds.eu

W: www.wordnerds.eu

M: [Google Maps](#)

Nerds With Words Ltd. is registered in England & Wales, Company Number 10567864, VAT Registration Number 284 0397 87

Northern Design Centre, Baltic Business Quarter, Gateshead, NE8 3DF

* Actual results may vary.

How do you choose between good products?

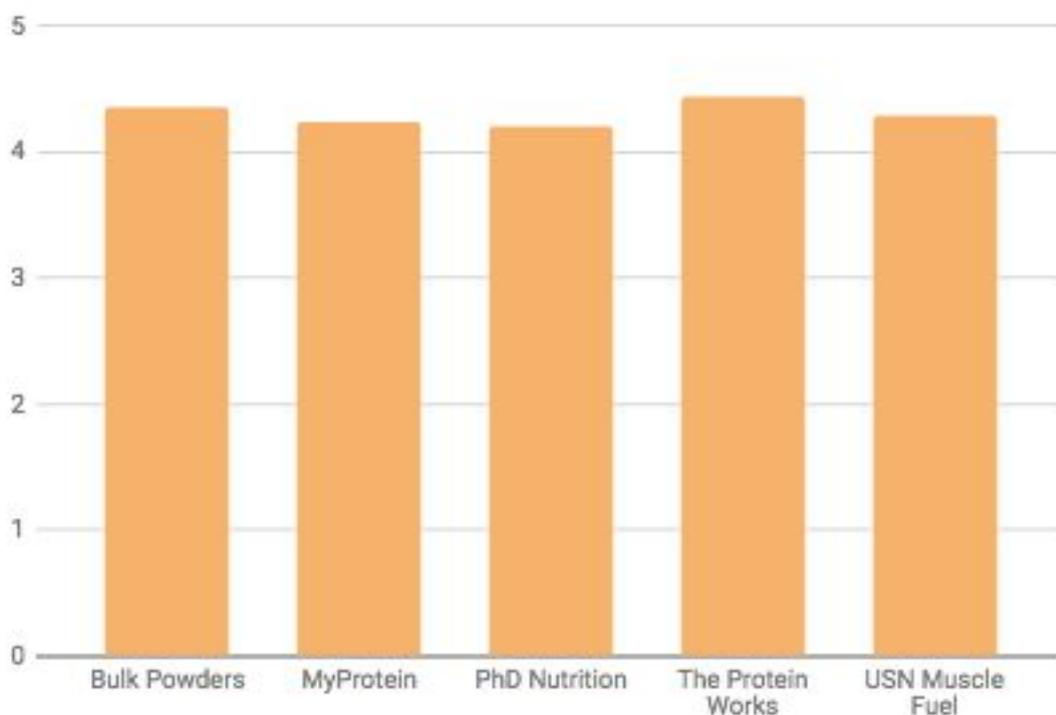
Welcome to the first in a series of Wordnerds market reviews, where we look beyond the star ratings and find out which product is really right for you.

Being a muscular collection of peak physical specimens*, we started by looking at the protein supplement market. And here's the important thing: **all of the supplements in this report are good.** Their star ratings show that the vast majority of people that use them like them. In fact, choosing between them on star rating is pretty pointless.

But just because they're all good, doesn't mean they're all the same. There are totally different things that people liked and disliked about each one. So when you're looking for the supplement that's right for you, you need to go past the numbers, and get into the words.

Using our Stargazer software, we have looked at what people liked and disliked about five top whey protein products, to give you a better sense of what's right for you.

Average star rating by product



T: +44 (0)191 300 9444

E: hello@wordnerds.eu

W: www.wordnerds.eu

M: [Google Maps](#)

Nerds With Words Ltd. is registered in England & Wales, Company Number 10567864, VAT Registration Number 284 0397 87

Northern Design Centre, Baltic Business Quarter, Gateshead, NE8 3DF

* Actual results may vary.

BULK POWDERS Pure Whey Protein Powder Shake



Buy this one if: You need your shake to taste good.

People discuss the flavour in a positive context more often with Bulk Powders than with any of the other products. It mixes easily with water and milk. The resealable bag also works really well, according to the users (although a couple of people found that the bag had ripped on arrival, with dirty packaging).

What people say about it that they don't say about the rest

mixes well
value
great taste
resealable bag
good flavour
fluffy

Flavours that people mention regularly

fudge
vanilla
cookie
banana
smoothies
peaches

MyProtein Impact Whey Protein



Buy this one if: You're looking for value.

People see value in the the MyProtein offering. The Impact Whey Protein was most likely to be described as “good value” and “cheap”. But bags have turned up broken more often than the other bagged products, and the mixture can be unpleasantly sticky.

What people say about it that they don't say about the rest

cheap
high quality
good value
smooth
broken bag
sticky

Flavours that people mention regularly

unflavoured
cream
latte
brownie
mocha
banoffee

PhD Nutrition Diet Whey Protein Powder



Buy this one if: You're looking to lose weight.

PhD is mainly seen by its users as a meal replacement. People use it to substitute breakfast or lunch, and have experienced weight loss through using it. The main issue people have had with this one is around the texture - people find it bitty and grainy.

What people say about it that they don't say about the rest

breakfast replacement
lunch
filling
thick texture
weight loss
grainy / bitty

Flavours that people mention regularly

cherry bakewell
orange
vanilla
peanut
almond

The Protein Works Whey Protein Shake Powder



Buy this one if: You want a good all-rounder (and have a sweet tooth).

The favorite by average star rating, people are most likely to describe this one as “the best I’ve ever tried”. Those that don’t like it tend to have a problem with the level of sweetness. Even users who claim to have a sweet tooth describe it as “too sweet”. It’s also the most likely to give people wind, according to review comments.

What people say about it that they don’t say about the rest
<p>mixes well free shaker too sweet lumps great wind</p>

Flavours that people mention regularly
<p>macchiato millionaire shortbread cookies caramel</p>

USN Muscle Fuel Anabolic Muscle Gain Shake Powder



Buy this one if: You're looking for big muscle gains.

If you're looking to build big muscles, then the USN shakes are all about the anabolic. Discussing muscle gains and strength increases, gym bunnies are very into it. But people do not love the taste, describing it as "artificial" and "synthetic". Fewer flavours are mentioned.

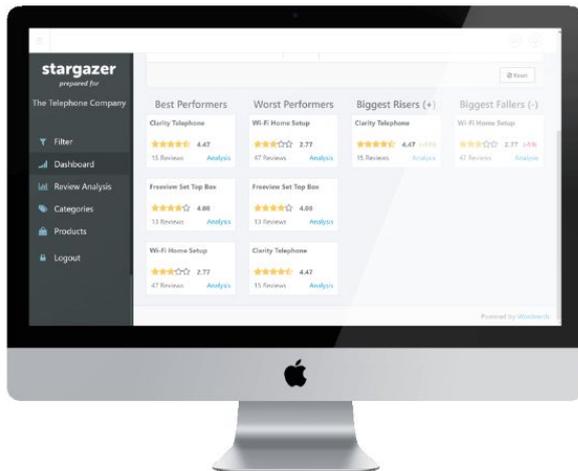
What people say about it that they don't say about the rest

muscle
scoops
gains
size
strength
artificial

Flavours that people mention

popcorn

Get more insights into your products with Stargazer.



Are your online product reviews spread over multiple websites? Do you know the top ten things people like and dislike about each? How do they compare to your competitor's products? Stargazer has the answer.

We combine Artificial Intelligence and advanced linguistics to read, analyse and summarise what people think about your products so you don't have to.

“For the love of god, this product is worse than Henry Winkler in Happy Days!”



- See the features people like and dislike
- Monitor best and worst performing products
- Understand how your competitors fare
- Find people talking about specific problems
- Aggregate reviews from different platforms

www.wordnerds.eu/stargazer

T: +44 (0)191 300 9444

E: hello@wordnerds.eu

W: www.wordnerds.eu

M: [Google Maps](#)

Nerds With Words Ltd. is registered in England & Wales, Company Number 10567864, VAT Registration Number 284 0397 87

Northern Design Centre, Baltic Business Quarter, Gateshead, NE8 3DF

* Actual results may vary.