

# Protein Shakes

*Wordnerds Market Review #1*



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\* Actual results may vary.

## How do you choose between good products?

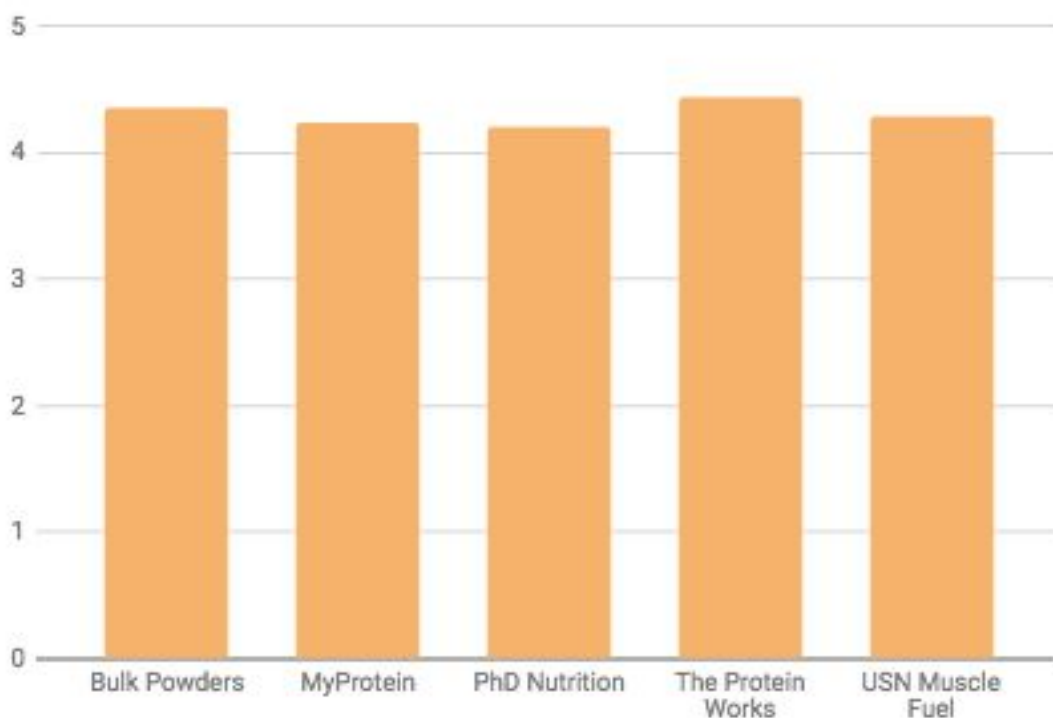
Welcome to the first in a series of Wordnerds market reviews, where we look beyond the star ratings and find out which product is really right for you.

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



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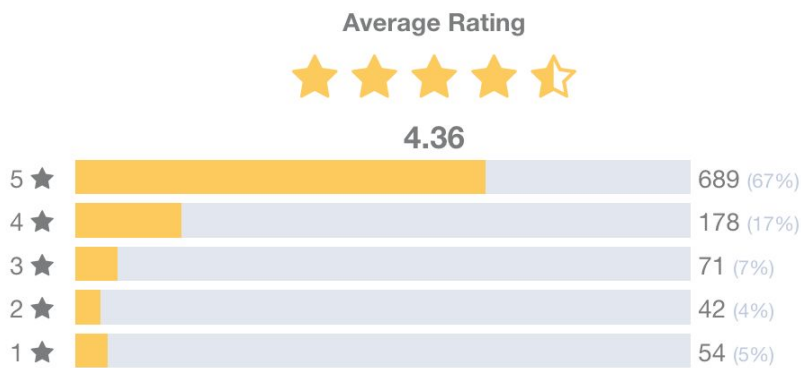
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# BULK POWDERS Pure Whey Protein Powder Shake



**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).

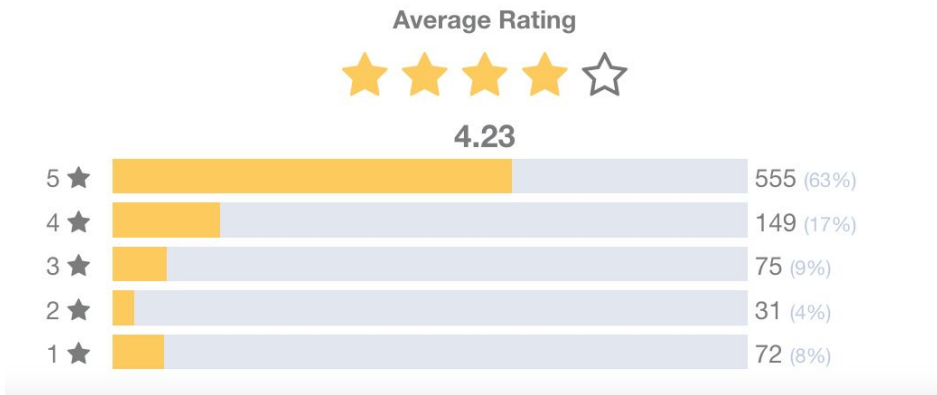
## What people say about it that they don't say about the rest

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.

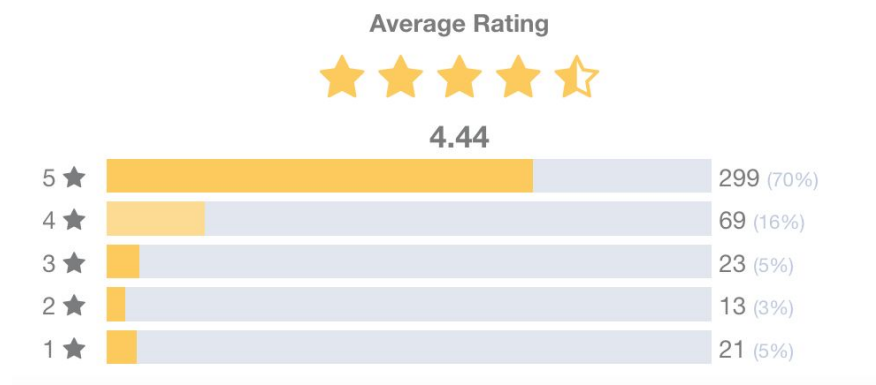
### What people say about it that they don't say about the rest

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

mixes well  
free shaker  
too sweet  
lumps  
great  
wind

### Flavours that people mention regularly

macchiato  
millionaire shortbread  
cookies  
caramel

## 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.

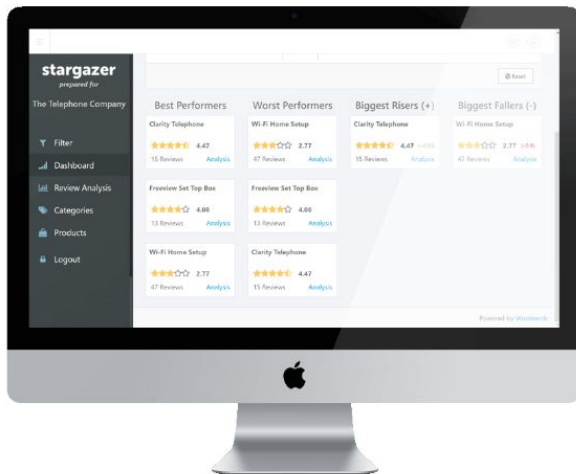
### What people say about it that they don't say about the rest

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](http://www.wordnerds.eu/stargazer)

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