

# THE STATE OF PROTEIN POWDER PACKAGING

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REPORT 2016 | INDEPENDENT STUDY CONDUCTED BY INSTANTLY



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FLEXIBLE PACKAGING SOLUTIONS

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Protein powder: A small scoop added to a shake or smoothie is one of the quickest and easiest ways to ensure the essential nutrient is added to your diet. The protein powder market is booming, as more consumers seek out convenient ways to stay fuller longer, burn fat, and repair muscles after a strenuous workout. Just as no two protein powders are exactly alike, the way the product is packaged can make or break sales, as well as the quality of the fine, powdery supplement. Through a series of tests and surveys done independently by Instant.ly, we've compiled key insights on consumers' preference for protein powder packaging based on the appearance and function of its stand up pouch as it appeals to specific participant demographics.

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## PRODUCT DESCRIPTION

Maxx Nutrition Protein 8000 is made from the world's finest ingredients. Scientifically formulated and tested, it is guaranteed to provide optimum performance and recovery to any level athlete and non-athlete. As seen in the picture, Maxx Nutrition comes in a pouch that is environmentally friendly, easy to open and close, and uses 75% less plastic than jars, tubs, or canisters.



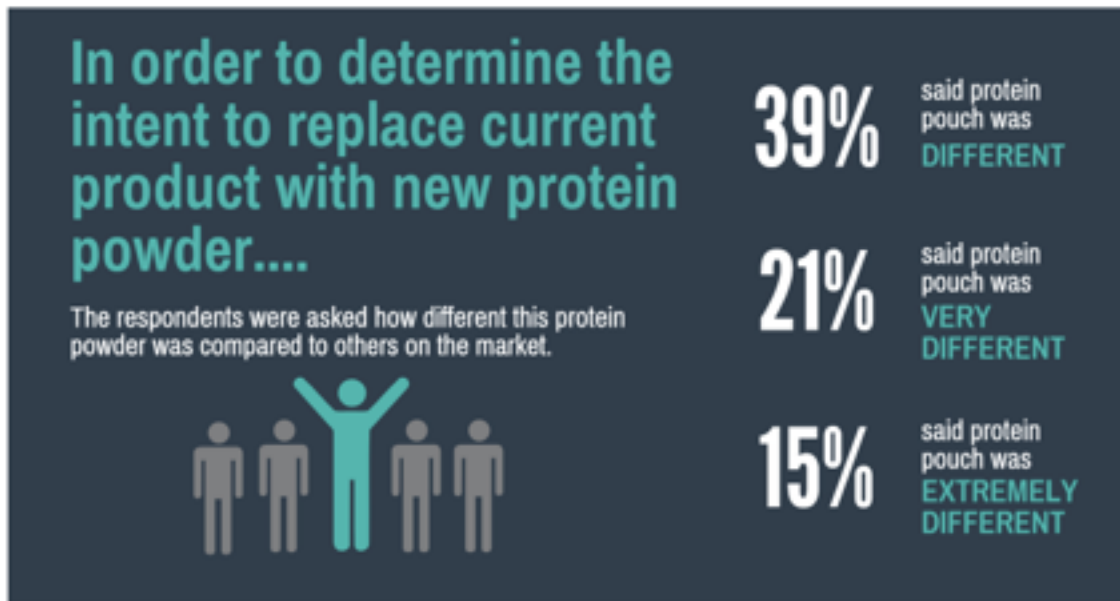
## PURCHASE INTENT

Out of a sample size of 300 participants from the United States, 35% were likely to purchase the protein powder based on the appearance, structure, and functionality of its packaging. A total of 38% of respondents said they would replace some protein powders they normally buy with the Maxx Nutrition product.



# DIFFERENTIATION

While protein powder is traditionally sold in large tubs or canisters, Maxx Nutrition comes in a unique lightweight, flexible stand up pouch that is portable, reclosable, and resistant to puncture, spills, or tears. When measuring how distinguished this product is from others in the market, only 5% felt it was in no way different from other protein powders available today.



## CONSUMER DESIRE

An average of 39% of participating consumers said they prefer Maxx Nutrition protein powder packaged in a stand up pouch.



## VALUE

At its set price point, 45% of respondents felt they were getting a good value based on their perception of the product's flexible packaging and branding alone. Only 5% said the value was very poor, whereas 21% felt the value was very good. A majority of 55% said the protein powder packaged in a pouch would be worth paying more for.

## AVAILABILITY



## QUALITY

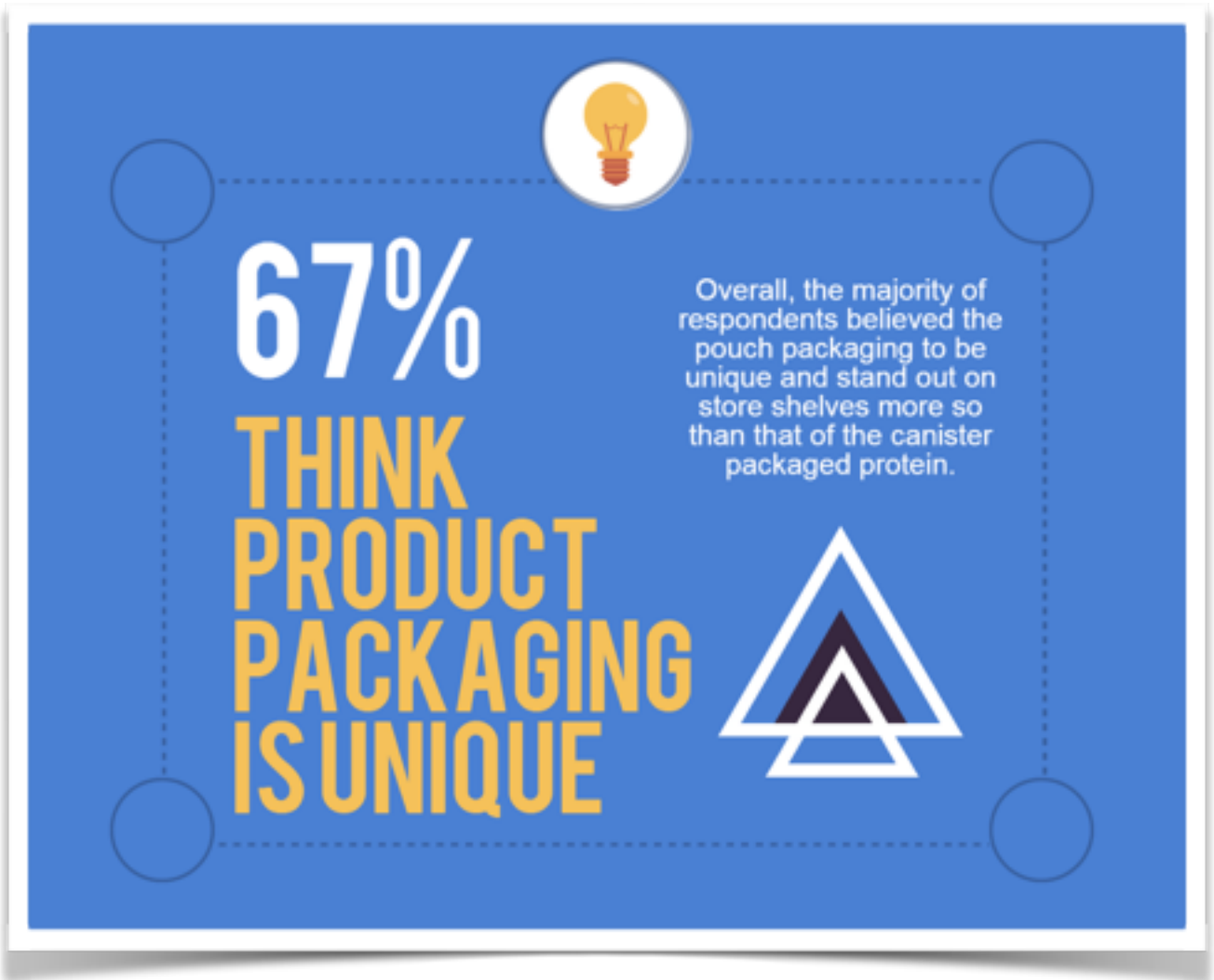
In regards to the quality of the protein powder packaging quality, 90% of the participants thought the pouches were above average quality (58% high quality, 32% somewhat high quality). Only 10% of respondents felt the quality was below average.

# LIKABILITY

An overwhelming 89% of people surveyed like the protein packaged in a stand up pouch.

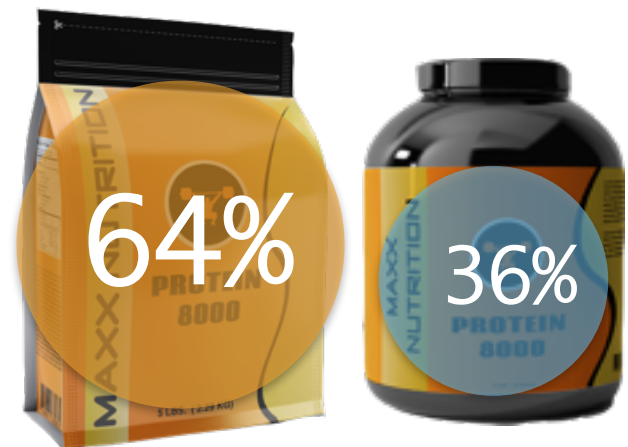


## UNIQUENESS



## APPEAL

The respondents were asked if the packaging style itself made the product more appealing to them as a potential customer. 59% of the participants found the packaging to enhance the appeal of the product itself. 22% said that the pouch packaging made the product more appealing to an extent. Based on design alone, 64% prefer the pouch and 36% prefer the canister.





## PERCEPTION OF PACKAGING

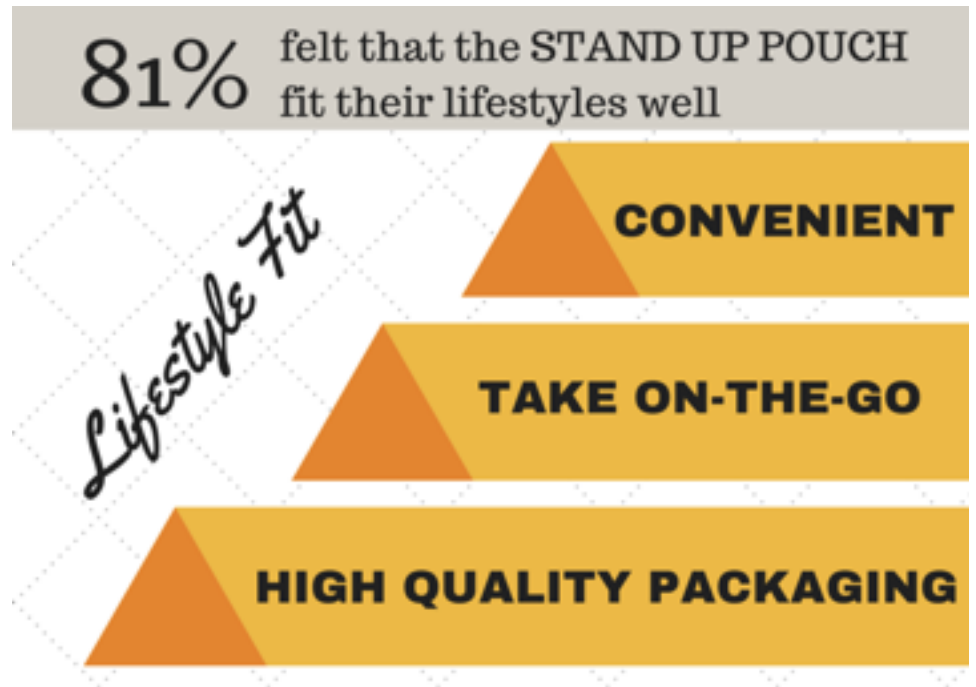
CPG companies understand the importance packaging plays in consumers' overall impression of a product and their feelings about a brand. The way a product is packaged can not only make or break buyers' perceptions about its quality, it can also alter the shape, structure, flavor, and performance of the product inside. When packaging a fine substance like protein powder, careful attention to detail must be placed on its container to ensure no fine particles leak out and that harmful outside elements like moisture, odor, air, or bacteria do not come in contact with the product.



# LIFESTYLE FIT

Lifestyle fit is very important when it comes to product packaging. Product packaging needs to be easily able to take on the go, convenient, and high quality.

On average, 81% of participants felt that the stand up pouch packaging for the protein powder fit their lifestyles well.



## CONVENIENCE

Today's consumer is savvy, active, busy, and used to getting what they want at the touch of an app or click of a mouse. Packaging has to be readily accessible, easy to open, and portable so it can be taken anywhere and flexible enough to fit into a gym bag or backpack.

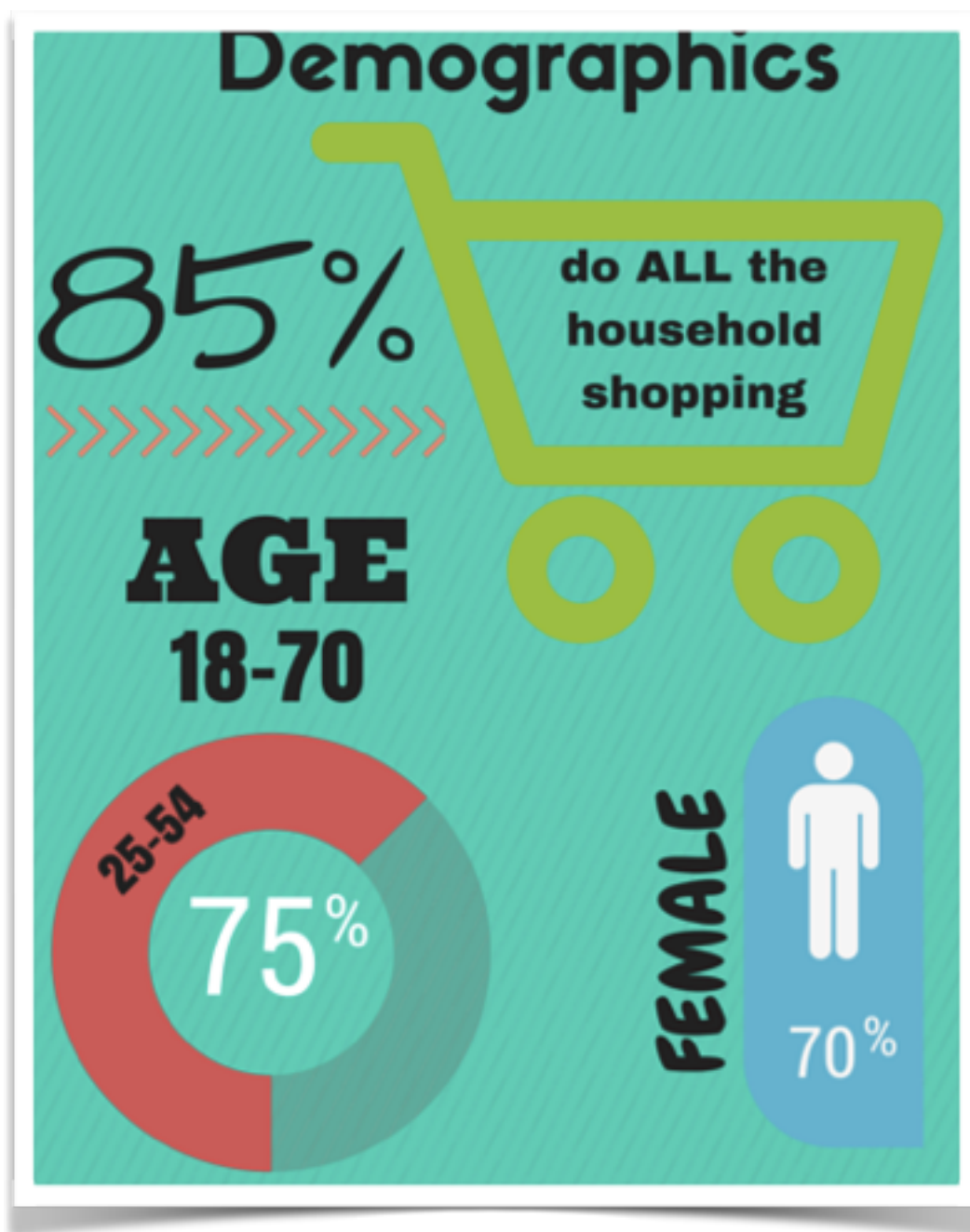
Collectively, 86% of participants think that the protein pouch is convenient for everyday use.





## GENDER, AGE, BEHAVIOR

85% of the survey takers personally do all of the household shopping. The age ranges from 18-70, with ages 25-54 making up nearly 75% of the sample population. For this concept test, Instant.ly used a 70/30 female skew.



## RESPONDENTS' ANSWERS

When asked what they liked best about Maxx Nutrition Protein 8000 powder, participants said...

“ I like the packaging. Seems like the powder isn't very special, but I'd definitely consider it over other powders without that type of packaging. ”

"I like how the packaging is different and fun. It looks easy to open and easy to get the powder out."

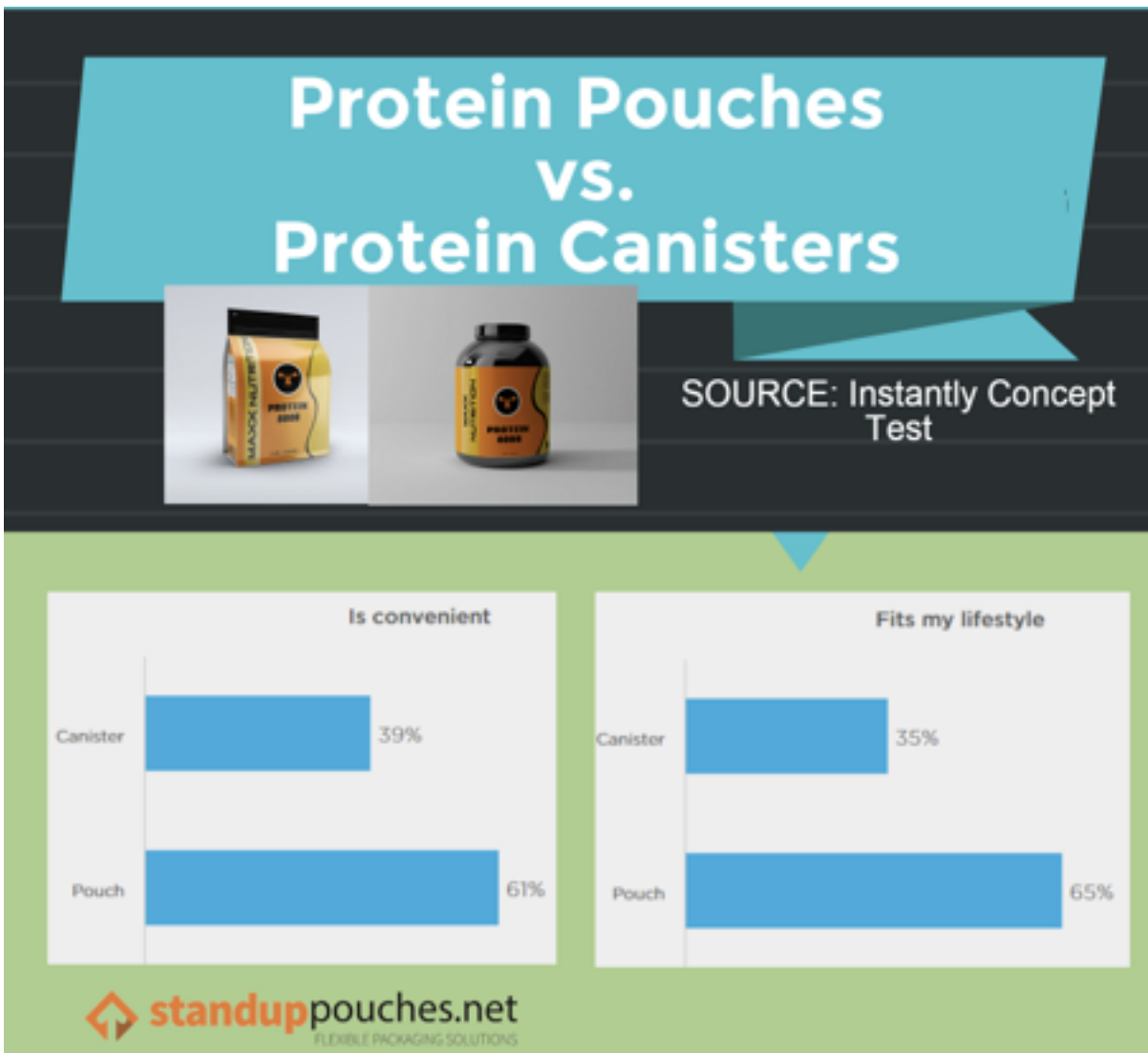
*"The idea of no plastic containers to dispose of"*

**"A LOT LESS  
BULKY THAN  
OTHER BRANDS"**



While protein powder has traditionally been packaged in canisters and similar rigid containers, through this concept test and analysis of purchasing trends, it is clear that today's active consumer seeks out convenient, lightweight, easy-to-open packaging that is attractive and modern. Stand up pouches offer brands peace of mind knowing their product will not be damaged or jeopardized by coming into contact with outside elements.

Additionally, businesses using this form of flexible packaging will be at an advantage because (unlike cylinder canisters) pouches offer front, back, side, and bottom "retail space" for distinct branding, creative graphic designs, and bold type that draws consumers in makes their brand instantly recognizable. While some companies prefer to think *inside* the box and stick to the old way of packaging their protein powder, modern manufacturers that truly listen to their customers and stay ahead of the curve choose easy-to-open, easy-to-carry, easy-to-find custom stand up pouches to keep their product well protected and presented on the shelves.



## Want to get your hands on the packaging that truly wins customers?

At StandUpPouches.net, flawless execution is our brand promise. We deliver flexible packaging solutions you can count on. *Guaranteed.*

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Interested in learning about packaging protein powder?

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