

Traditional Protein Beverages: Whey & Plant



Protein for Every Age

Protein is taking center stage in everyday nutrition and going beyond the typical adult and athlete consumers. From growing kids to active seniors, every age group has unique protein needs—and brands are responding with tailored solutions that support health throughout all life stages.



Koia Kids Plant-based Shakes are made with 9g of protein and fortified with 21 essential vitamins and minerals designed to nourish strong, healthy kids during the early years. Available in 3 flavors: vanilla, chocolate, and fruity. *Oct. 2024, US | Koia*



Clean Simple Eats Protein Powder contains 20g of grass-fed whey protein isolate and comes in an indulgent maple donut flavor with zero added sugars. Made for health-conscious adults seeking clean-ingredient protein.

Nov. 2024, US | Innova



Ensure Max Protein 2-in-1 Muscle Support Shake for Adults 40+ delivers 30g of milk protein to support muscle preservation and 1.5g of CaHMB to help slow muscle breakdown. Available in milk chocolate and vanilla.

Dec. 2025, US | Abbott

Powered-Up Protein

Today's consumers are juggling busy lives and tight budgets, driving demand for beverages that deliver more with every sip. Protein is emerging as a foundation for “stacked” benefits—paired with energy, digestive health, immunity, and more—to create multifunctional drinks that go beyond basic nutrition.

Energy: Caffeine, B vitamins, and adaptogens are being paired with protein to provide consumers with steady energy that lasts throughout the day.



Javvy Protein Coffee with Caffeine is made with Arabica coffee and delivers 80mg of caffeine per serving. It's available in 9 delicious flavors, including tiramisu, brownie batter and coconut mocha. *May 2025, US | Innova*

Fiber: As GLP-1 reshapes eating habits, consumers are seeking higher protein to support muscle mass. The added fiber enhances satiety and digestion, which is important as GI problems are a common side effect amongst GLP-1 users.



Kate Farms High Protein Shake for GLP-1 users delivers 25g of plant-based protein, 6g of fiber to support digestion, and 27 vitamins and minerals in just 160 calories—built to fit GLP-1 users' needs and routines. Available in chocolate flavor. *Jul. 2025, US | Kate Farms*

Immunity: Boosting immunity isn't just winter-only thinking anymore. Consumers want year-round immune support. Immunity is moving beyond medicinal formats now that it is being paired with protein in everyday shakes, lattes, and smoothies.



Om Protein Powder with Immunity Support features its signature 10-functional mushroom blend that has 400mg of immune-boosting beta-glucans in every serving, now in chocolate and vanilla flavor. *Jul. 2025, US | Innova*

Protein Goes Beyond the Aisle: Foodservice Joins the Trend

Coffee chains and quick service restaurants are riding the protein wave, fueling menus with protein-packed drinks, add-ons to fan favorites, and fun collabs.



Peet's announced its first protein latte as part of the Vitality menu at the start of 2025. Available hot or iced, it features 20g+ of protein and comes in 3 flavors: vanilla, golden, and matcha. *Jan. 2025, US | PR News*



Starbucks' Protein Cold Foam and Lattes are now part of its year-round menu. Customers can also customize any drink with whey protein-boosted milk and a variety of protein cold foams, including banana, matcha, and brown sugar. *Sept. 2025, US | Starbucks*



Food Service Collab: Be Amazing Vegan Protein x iHop have teamed up to launch 3 indulgent protein powders inspired by the restaurant's beloved pancakes: pancakes & syrup, cinn-a-stack pancakes, and double blueberry pancakes. *Nov. 2024, US | Be Amazing*

Traditional Protein Beverages: Whey & Plant

The Market

The global **protein** market size is expected to grow to \$28.32B USD in 2026 and is expected to reach \$36.69B USD by 2031; expanding at a CAGR of 5.32% from 2026 to 2031. Consumers are taking action to live healthier lives, often turning to what they eat and drink to help them reach their wellness goals. Innovation in protein is shifting from niche performance to mainstream wellness, driving growth across everyday formats and multifunctional benefits.

Source: Mordor Intelligence

Top 10 Flavors

- | | |
|--------------------|-------------------|
| 1. Milk Chocolate | 6. Milkshake |
| 2. Vanilla | 7. Strawberry |
| 3. Peanut Butter | 8. Salted Caramel |
| 4. Coffee | 9. Mocha Coffee |
| 5. Cookies & Cream | 10. Pumpkin Spice |

Banana, Brownie, Birthday Cake
other top flavors

Innova (based on new, in-market product launches in North America, 2025)

Top 10 Need States

- | | |
|-------------------------|------------------|
| 1. Digestive/Gut Health | 6. Joint Health |
| 2. Energy/Alertness | 7. Skin Health |
| 3. Immune Health | 8. Bone Health |
| 4. Weight Management | 9. Heart Health |
| 5. Brain Health | 10. Hair Support |

Aging-well, Women's Health, Men's Health
other need states

Innova (based on new, in-market product launches in North America, 2025)

Flavor Ideas

Explore the fun and exciting flavors we've ideated, inspired by trending taste profiles in traditional protein beverages.

Fruit & Cream

A creamy, indulgent twist on fruity favorites—with a healthy halo.



*Banana Cream | Strawberry Cream
Tangerine Cream | Peaches & Cream*

Global Desserts

Sweet treats with a healthy edge and a hint of adventure.



*Flan | Baklava
Affogato | Dubai Chocolate*

Festive & Fun

Seasonal flavors that bring joy and can be enjoyed all year long.



*Pumpkin Cheesecake | Frosted Sugar Cookie
Blackberry Cobbler | Peppermint Mocha*

Blast from the Past

Nostalgic flavors that feel comforting, fun, and memorable.



*Birthday Cake Batter | Fruity Cereal Milk
Brown Butter Cinnamon Roll | Brownie Milkshake*

We're here to make your job easy by providing flavors that deliver. Scan here to request a sample and discover the latest trends in food, beverage, and health.



www.mccormickflavor.com