



Relentless focus on consumers

Performance nutrition

Fitness is no longer an occasional activity: it is now a lifestyle choice. A growing focus on active lifestyles, and a greater understanding of the link between diet, exercise and health is driving strong demand for sports nutrition products across a range of convenient formats. Active lifestyles are lived at various levels of intensity from weekend warriors to high-performance athletes - all being driven by measurable goals.

Global sports nutrition market size

\$28bn

Source: Euromonitor, Glanbia analysis.

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Nutrients for health & wellness

Improve physical and cognitive health

Today's consumers are increasingly aware of the importance of nutrition in improving their overall health and wellbeing. We are searching for better, healthier and smarter nutritional and functional ingredients that fit our lifestyles. A desire for improved health and physical wellness is driving the demand for functional and nutritional foods and beverages that are high in fibre and protein or fortified with key dairy ingredients.

US consumers who now consider wellness a top or important priority in their everyday lives

82%

Source: McKinsey Future of Wellness Survey

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Our focus on sustainability

Sustainability

Consumers want high-quality, high-performance products that are designed and produced sustainably. They value brands and ingredients that make sustainable living easier and more accessible.

Global consumers who try to have a positive impact on the environment through everyday actions

45%

Source: Euromonitor Voice of the Consumer: Sustainability Survey

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How we are meeting this market need

Market-leading portfolio of brands and ingredients

GPN's Optimum Nutrition brand is the #1 sports nutrition brand in the world and has pioneered performance nutrition for over 35 years. The brand is built on authenticity and trust and we are enhancing our reach and relevance for a wider range of consumers through increased marketing and activation.

GN NS has a decades-long history of nutritional product leadership, developing solutions to help both performance athletes and everyday enthusiasts build muscle, accelerate recovery and increase endurance. We are the #1 US supplier of whey protein isolate supplying key market segments including performance nutrition. We create functional and nutritional solutions to improve the quality, performance, nutritional value, texture and taste of many foods, beverages and supplements.

Glanbia's market position

Optimum Nutrition

#1

sports nutrition brand in the world.

GN NS

#1

US supplier of whey protein isolate.

How we are meeting this market need

Brands and ingredients to make life healthier

GPN has a dedicated portfolio of healthy lifestyle brands that support consumers' nutrition journeys. Isopure provides everyday nutrition with a commitment to purity, simplicity and quality through products made with necessary ingredients only. think! offers high-protein low-sugar bars for consumers looking for healthy on-the-go snacking options. Amazing Grass provides a range of green superfood powders for consumers looking to supplement their plant-based nutrition.

GN NS offers nutritional solutions to help people live more healthy and energetic lives. From healthier hearts and bones, to better immune health, to increasing or maintaining muscle, our science-based solutions target a broad spectrum of benefits. We are always innovating new ingredients and formulations to help keep people at their best.

Glanbia's market position

GPN is the world's

#1

sports nutrition company.

GN NS is the world's

#2

global leader in custom premix solutions.

How we are meeting this market need

Better Nutrition, Better World

Guided by our strong purpose and values, we continue to drive the integration of our sustainability programme across the business.

Our sustainability strategy focuses on our people, our planet and our performance. We are tackling topics that are most material to our business and stakeholders and translate our overall sustainability efforts into tangible results that enable us improve the environmental, societal and economic impact of our products.

Together with our suppliers, partners and people, we are committed to delivering our sustainability targets while meeting the nutritional needs of our customers and consumers.

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