

From Gyms to Groceries:

The Unstoppable Rise of High-Protein Everything



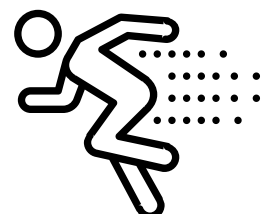
The protein market is experiencing a golden age, moving decisively beyond traditional shakes and bars into every corner of the food industry, a strategic trend dubbed “proteinification.” This shift is underpinned by robust global demand, with approximately 49% of consumers expressing actively interested in protein as an ingredient, and brands utilizing “high in protein” claims as a direct shorthand for health and wellness. Consumer preference strongly supports this. Protein is frequently cited as their most important ingredient, and 43% of diners are actively seeking more high-protein options when eating out. This focus is driven by a maturing understanding of protein’s benefits, which now extend well beyond muscle building to include support for mental clarity, emotional well-being, and long-term vitality.

The industry has responded with significant innovation such as developing protein-enriched products across categories — from traditional supplements to everyday convenience foods. Bakeries are now using protein powder, while smoothie bases feature Greek yogurt and protein crisps to deliver satisfying, wholesome meals. Simultaneously, consumers are seeking protein from plant-based sources like nuts, seeds, legumes, and mushrooms, aligning with the 61% who are actively seeking healthier snack alternatives. This growth is set to accelerate significantly in the Asia-Pacific (APAC) region, which is forecast to register the highest compound annual growth rate (CAGR) of 16.4% through 2030, powered by rising awareness and technological advancements.

While protein is undeniably essential for health—especially for active individuals—market participants must advocate for a balanced dietary approach that integrates fiber, fats, and carbohydrates. This ensures the “proteinification” trend is sustained by genuine nutritional value rather than becoming a disproportionate fad.



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EU UPDATES

BORDERLINE MANUAL WITH CLASSIFICATION GUIDANCE FOR PRODUCTS IN VIALS AND AMPOULES



The EU Commission has published a new version of the EU Borderlines Manual, version 5.4.

The Sub-Group on Borderline Products of the EU Cosmetic Products Working Group has agreed to include a new entry, 3.3.34, related to 'Products in a vial or ampoule' addressing the question whether they could be considered as cosmetic products.

UNDERSTANDING VIALS AND AMPOULES IN COSMETICS:

If a product presented in vials or ampoules has a cosmetic function (cleaning, perfuming, changing the appearance, protecting, keeping in good condition or correcting body odors of the external parts of the human body or the teeth and the mucous membranes of the oral cavity), it is not intended to be injected, and the instructions for use and its overall presentation clearly inform that the product is for external use only, then such a product could be considered as a cosmetic

The latest update to the Cosmetics Borderline Manual introduces significant regulatory changes concerning vials and ampoules. Below are the key updates:

1. REVISED CLASSIFICATION CRITERIA

A major change involves the revised classification of vials and ampoules:

- **Allergenic Ingredients:** Products containing allergens must be clearly labeled, with manufacturers providing information on potential reactions.
- **Type and Size Restrictions:** Specific restrictions now apply to the types and sizes of ampoules and vials permitted for certain ingredients to minimize contamination risks.

2. PACKAGING AND LABELING REQUIREMENTS

Proper packaging and labeling are crucial for consumer safety. New regulations include:

- **Child-Proof Packaging:** Vials and ampoules containing potentially harmful substances must incorporate child-resistant designs.
- **Clear Usage Instructions:** Labels must provide clear guidance on use, storage, and disposal to ensure consumer safety.

3. CONFORMANCE TESTING

To enhance product safety and efficacy, updated testing regulations have been introduced:

- **Stability Testing:** Manufacturers must conduct extended stability testing to ensure that ampoules and vials maintain product integrity over time.
- **Leakage Tests:** New standards require testing to confirm that vials and ampoules do not compromise their contents during shipping or storage.

Before exploring the specific regulations, it is essential to understand what vials and ampoules are and their roles in the cosmetics industry.

- **Vials:** Small, typically cylindrical containers made of glass or plastic, used for storing liquid substances. They feature secure closures to maintain sterility and prevent leakage.
- **Ampoules:** Sealed, single-dose containers usually made of glass, designed to be broken open when needed. This ensures the contents remain uncontaminated until use.

These packaging types are popular for serums, essential oils, and other cosmetic products due to their ability to preserve the integrity and potency of sensitive ingredients.

THE COSMETICS BORDERLINE MANUAL

serves as a critical resource for cosmetic manufacturers and regulatory bodies. It provides guidance on product classification, ensuring compliance with safety standards and international regulations. Regular updates to this manual help address advancements in technology, ingredient usage, and safety concerns.

As technology advances and consumer demands evolve, further updates to the Cosmetics Borderline Manual are expected. Future regulations may address sustainability and eco-friendly packaging for vials and ampoules.

Natural Colors: A Simple Clean-Label Choice

Today, consumers are moving away from synthetic additives and prefer products made with natural ingredients. This trend has increased the use of natural colors, which are extracted from fruits, vegetables, herbs, and algae. They provide safe, vibrant shades while also offering some health-supporting benefits.

Key Natural Colors

Natural Color	Main Shade	Benefits
Anthocyanins	Red-Purple-Blue	Antioxidant
Beetroot	Red-Pink	Antioxidant
Chlorophyll	Green	Wellness support
Curcumin	Yellow	Anti-inflammatory
Paprika	Orange-Red	Heat-stable
β -Carotene	Yellow-Orange	Eye & immune support

Why Natural Colors Matter Now

- ✓ Strong alignment with clean-label and plant-based trends
- ✓ Added functional or antioxidant benefits to help elevate product positioning
- ✓ Wildly used in many applications in food and beverage
- ✓ Meet consumer expectations for natural, safe, and transparent ingredients

Natural colorants deliver both **visual storytelling and health-driven value**, helping brands innovate with ingredients consumers trust.



FLAVOR FORECAST: ENDING THE YEAR STRONG & PEEKING INTO 2026



As the year winds down, we've seen incredible flavor momentum, especially in the dessert category. Brands are winning by tapping into localization and indulgent experiences. Here's what's dominating now and what's coming next.

1

TARO FLAVOR: THE PURPLE POWERHOUSE

Taro has taken Thailand and Asia by storm, especially in bubble tea toppings and beverages. Its naturally sweet, nutty profile and Instagram-worthy purple hue make it a favorite among younger consumers. While taro's momentum remains strong heading into early 2026, market analysts suggest it may transition from "trendy" to "classic" status-becoming a permanent menu fixture rather than a seasonal sensation. The key for brands? Innovate beyond drinks. Think taro cream puffs, taro cheesecakes, and taro chocolate ganache to extend its dessert lifespan.



PISTACHIO FLAVOR: THE PREMIUM ICON

2

Pistachio has become the new "premium green"- its buttery, sophisticated taste positions it perfectly as a premium offering for festive seasons and special occasions. This isn't just a trend - it's a flavor elevation that signals quality and indulgence. Consumers are willing to pay more for the pistachio experience, making it a strategic choice for brands looking to elevate their positioning.

MATCHA FLAVOR: FROM TREND TO MAINSTREAM

3

Matcha continues its reign in both sweet and savory applications, now firmly established as a permanent flavor profile rather than a passing fad. The exciting development? Brands are now experimenting with matcha-style powders made from white tea, yerba mate, and black tea, offering new taste dimensions while maintaining that premium, earthy appeal consumers crave.

LOOKING AHEAD TO 2026: HYDRATION & NEW TWISTS

Get ready for flavors driven by global concerns:



4

THE HYDRATION WAVE:

With increasing heat globally, electrolyte-boosting desserts are the next frontier. Think rehydration sorbets using unexpected ingredients like cucumber, watermelon-mint, or even tomato-basil combinations that refresh while replenishing.

SAVORY MEETS SWEET:

Watch for more savory notes entering the dessert space. Even soy sauce candies are emerging in Japan to address hydration needs-the umami richness provides minerals and satisfies salt cravings in a sweet format. Consumers are increasingly open to these boundary-pushing combinations, especially when health benefits are communicated clearly.

DEC

- 02 CAHB and Mini CAHB Toiletries Seminar (Beyond the Basic Cleansing: Trends and Ingredients), Chemico Myanmar Co., Ltd., Myanmar
- 02-03 Plant Based World Expo North America 2025, New York, USA
<https://plantbasedworldexpo.com>
- 02-04 Fi Europe & Hi Europe 2025, Paris, France
<https://www.figlobal.com/agoya/en/home.html>
- 03-04 Care Food Nagoya 2025, Nagoya, Japan
<http://agoya.caretex.jp/info/showinfo#gaiyou>
- 03-05 JFEX FOOD - JAPAN INT'L PROCESSED FOOD EXPO 2025, Chiba, Japan
<https://www.jfex.jp/jpfood/en-gb.html>
- 04-06 Cosmoprof India, Mumbai, India
<https://www.cosmoprofindia.com>
- 05-08 Asia Pacific Food Expo 2025 (APFE), Singapore
<https://www.asiapacificfoodexpo.org.sg/>
- 09 CAHB and Mini CAHB Hair and Toiletries Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Kuala Lumpur, Malaysia
- 10-12 Vietnam Foodtech 2025, Hanoi, Vietnam
<https://foodtech-vn.com/>
- 10-13 Vietnam International Baking and Equipment Exhibition 2025, Ho Chi Minh, Vietnam
<https://vibs.chanchao.com.tw/en>
- 11 CAHB and Mini CAHB Hair and Toiletries Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Penang, Malaysia
- 11-12 Cosmetic Packaging Expo 2025 (Cospack), Ahmedabad, India
<https://cospackexpo.com>
- 13-14 International Agarbatti & Perfume Expo 2025 (IAPE), Mumbai, India
<https://incensemedia.in/event/11th-international-agarbatti-perfume-expo-2025-mumbai>
- 15-18 Myanmar International Agriculture & Food Industrial Exhibition 2025, Yangon, Myanmar
<https://www.chanchao.com.tw/AgroFood/>
- 16-17 Aakar Beauty Salon Expo 2025, Surat, India
<https://beautysalonexpo.com>
- 17-19 Shanghai International Personal Care Expo 2025, Shanghai, China
<https://www.spcexpo.com/eng/>
- 26-28 Vietnam International Beauty Expo 2025, Ho Chi Minh, Vietnam
<https://hcm.vietnamexpo.com.vn/en/>

JAN

- 12-14 Summit Unplugged, Puerto Morelos, Mexico
<https://myportal.summitsalon.com/unplugged-pricing>
- 13-14 Cosmet'Agora, Paris, France
<https://www.cosmetagora.fr/>
- 14 CAHB and Mini CAHB Seminar "Skin Health Solutions: A Scientific Journey with Chemico", Chemico Vietnam Co., Ltd., Ho Chi Minh City, Vietnam
- 14-16 COSME Week 2026, Tokyo, Japan
<https://www.cosme-week.jp/hub/en-gb/about/cm.html>
- 16-18 Food India, Karnal Haryana, India
<https://www.foodindia.co/>
- 19-23 DKE seminar for CRU customers, CAHB2 center, Bangkok, Thailand
- 22-23 Functional Foods for Wellness Summit 2026, Bangkok, Thailand
<https://ffwsummit.com/>
- 27-28 HPCI India, Mumbai, India
<https://www.hpci-india.com/>
- 27-29 Cosmoprof North America, Miami, USA
<https://my.cosmoprof.com/en/corporate/cosmoprof-network/>
- 28 Chiba Seminar, Chemico Asia Pacific (M) Sdn. Bhd., Johor Bahru, Malaysia

