



Protein: Why Dairy is Your Undisputed Growth Engine

The Big Shift

A powerful shift in consumer priorities is underway, and it all comes down to one nutrient: protein. This movement is redefining what makes a product valuable and is setting a new standard for how brands can win consumer loyalty. Today's shoppers, led by the powerful Gen Z and Millennial demographics, are no longer just buying food. They are investing in tangible benefits, 61% are actively seeking out high-protein options to fuel their lives.

Why It Matters

Consumers are using protein to achieve specific, tangible benefits that improve their daily lives. They're prioritizing it to build muscle (a goal for 84%), maintain energy throughout the day (72%), and feel full longer after meals (54%). For this large and growing segment of the market, protein is the undisputed king of functional ingredients.

The Go-To Source

The answer to this massive demand is hiding in plain sight. Before the boom of exotic powders and engineered bars, there was dairy. And for the overwhelming majority of consumers, there still is. An incredible 89% of shoppers already turn to the dairy aisle for their protein needs, a testament to its deep-seated trust and intuitive appeal. The connection is already hardwired: consumers associate protein with the cheese they snack on (67%), the yogurt in their breakfast bowl (63%), and even the cream cheese that elevates their meals (52%).

Opportunity

The takeaway for your business is clear: the most effective way to win the protein-seeking consumer is to leverage the category they already trust. Schreiber Foods provides the protein-packed dairy solutions that turn this insight into a growth strategy. For retailers, this means strategically merchandising our portion-controlled snacking cheeses and single-serve yogurts as on-the-go performance foods. For foodservice operators, it means using our cheese, yogurt, and cream cheese to position classic dishes as "protein-packed" powerhouses. Dairy isn't just an ingredient in a protein strategy; it is the strategy, and Schreiber Foods delivers the products to make it happen.

Sources: (SFI x Datassential Custom Research), (SPATE)