



Snack Smarter: Unlocking the Power of Protein

The protein snacking landscape is undergoing a transformation. Consumers are no longer satisfied with empty calories—they're reaching for snacks that deliver real nutrition, satiety, and functional benefits.

Between 2025 and 2035, the **global protein snack market** is projected to more than double, **growing from \$4.92B to \$10.83B at a 9.1% CAGR.**

What Today's Snackers Want

Snacking is no longer just about convenience—it's about purposeful eating.

- Protein is desired in 36% of snacking occasions, but only delivered in 19%
- Millennials and Gen Z now make up 34% of protein snack consumers
- GLP-1 users are turning to protein snacks to support satiety and muscle maintenance



Snack Evolution: Indulgent Meets Functional

- **Leading snack formats:** bars, jerky, yogurt, nuts, seeds, shakes
- **Popcorn & Pastries:** Once indulgent, now protein-packed to attract younger, health-focused snackers
- **Cereals & Yogurt:** Popular for protein at breakfast/snack-time; Greek yogurt and fortified cereals are gaining popularity
- **Chips & Crisps:** Are gaining ground, projected to grow at 9.36% CAGR

Specialty Ingredients for Snack Innovation

Whether you're formulating a bar, puff, or bite, our ingredients deliver the nutrition, texture, and clean-label appeal today's consumer demand.



MICELLAR CASEIN ISOLATE (MCI)

- Supports satiety, making it an ideal protein for functional snacks that assist with appetite control
 - Excellent heat stability making it suitable for baked or extruded snacks that go through a heat-processing step
 - Neutral flavor profile that will seamlessly fit into sweet or savory snacks
-

MP PRO C80™

- Boosts nutritional value while maintaining a creamy, indulgent texture
 - Versatile functionality for multiple snack applications including puddings, baked goods, protein bars, and dips
 - Delivers fat perception and can help reduce fat content in food systems
-

CLEAR PRO 90™

- Delivers high-quality protein in a light, energizing, and low-calorie format
- Excellent heat stability and clarity at low pH, making it a perfect fit for fruit-forward snacks
- Low astringency, clean flavor, and low viscosity provide a refreshing consumer experience



Your Partner in Protein Snack Innovation

Whether you're developing snacks for satiety, strength, energy, or everyday wellness, our ingredients are built to perform across formats:

- ✓ **Reliable functionality** in bars, bites, puffs, and other snack applications
- ✓ **Clean label compatibility** with no artificial additives or preservatives
- ✓ **Flexible protein concentrations** to meet diverse nutritional targets
- ✓ **Excellent texture and sensory appeal** across formats

Protein with Purpose

Our specialty ingredients are designed specifically for snack innovation—helping you deliver on consumer expectations without compromising on taste, texture, or performance.

For more information please contact:
NutritionSpecialist@Leprino.com
1-888-350-6903