

Tapping into a white space in sports nutrition



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Whilst participation in endurance sports such as running, swimming and cycling is on the increase for many years, sports nutrition hasn't quite caught up. Protein solutions for body shaping and muscle growth, as well as carbohydrate-based short-term energy options for endurance activities, dominate the market. GELITA, an innovation leader in collagen peptides, has lately launched PeptENDURE®, the market's first collagen protein that enhances the effects of endurance training long-term and increases performance as a result of adaptive changes in the muscles. By developing products with these novel Bioactive Collagen Peptides (BCP®), GELITA promises brands they can tap into an untouched market and take a unique position. We talked to Martin Walter, Category Manager Healthy Aging & Sports Nutrition at GELITA about these novel collagen peptides and their potential on a booming market.

Martin, what makes PeptENDURE® so unique?

Martin: PeptENDURE® is the first performance ingredient to give people the power to adapt and achieve peak performance over the long term. There is nothing else like it on the market. PeptENDURE® promotes long-term adaptation within the body, rather than a short term boost of energy or performance. It can be thought of as a 'primer' that prepares athletes and active people for when they really need it – for their big race, tournament or competition.

How does PeptENDURE® work?

Martin: Our research suggests that PeptENDURE® promotes adaptive changes in the mitochondria – the body's powerhouse cells. Additionally, two placebo-controlled clinical trials, one in men, one in women, showed impressive improvements in endurance performance.

Can you tell us more about these clinical trials?

Martin: In both of these trials, participants took 15g PeptENDURE® or placebo daily for 12 weeks. At the end of the



study period, all participants took part in a one-hour running trial. The results showed that the men were able to run 660 meters further with PeptENDURE® than with placebo, and the women were able to run 330 meters further. In summary, the trials showed that participants who took PeptENDURE® were able to run 14 % faster compared to baseline, which could basically be the difference between finishing fifth in a race and finishing first. Participants also showed improvements in several markers of metabolism, including a higher lactate threshold and a reduction in body fat mass. Further studies are currently underway, including looking at how heart rate improves with PeptENDURE® during high intensity sports.

Where do you see PeptENDURE® sitting in the sports nutrition market?

Martin: We believe there is a genuine white space for adaptation products that help sportspeople achieve their goals. PeptENDURE® isn't just another 'quick fix' product – it is something different that will allow consumers to see long-term performance benefits.

Who would be the target consumer?

Martin: PeptENDURE® is the ideal training partner for anyone at any level who is looking to

Adding a new dimension to the market

The sports nutrition market is booming, with a global value of around USD 30.6 billion in 2022, which is expected to soar to USD 64 billion by 2032. North America is leading the way, with the UK, Germany and France hot on its heels. The Asia-Pacific region is predicted to grow significantly, too, with a projected CAGR of 12.8% from 2022 to 2032, driven by consumer demand for performance-based products. While products based on protein for weight management or body composition are widely available in the sports nutrition industry, traditionally, only carbohydrate- or electrolyte-based products for endurance performance have been used by athletes for events and competitions. PeptENDURE® is adding a new dimension to the market, as it helps athletes to achieve long-lasting improvements in endurance rather than a just short energy push during the race.

optimize their performance. That includes those who take part in traditional endurance sports like cycling, swimming, distance running and triathlon, as well as team sports like soccer, American football and hockey. Because it supports the body's aerobic machinery, PeptENDURE® is also great for high-intensity gym-based exercise like spinning and indoor rowing.

What are the opportunities for manufacturers?

Martin: In the sports nutrition market as it stands, certain sectors are already very well catered for – such as quick fix energy concepts, and products for the more aesthetic side of sports, where it's all about building and shaping muscle mass. On the other hand, there is a huge white space of untapped potential for long-term adaptation products. PeptENDURE® enables brand owners to enter this market and build new ground.

PeptENDURE® study by Jerger et al. (in preparation**)

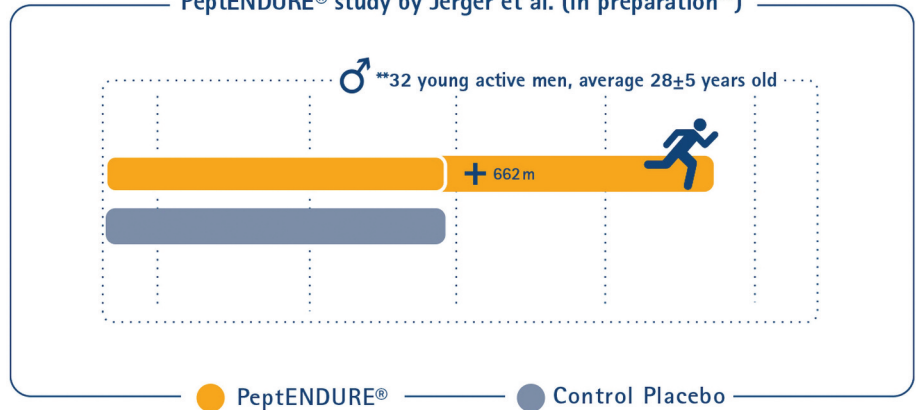


Figure 1: The men who took PeptENDURE® for 12 weeks were faster than at baseline and ran significantly more in one hour (662m) than those who took placebo

PeptENDURE® study by Jendricke et al. 2020 (published*)

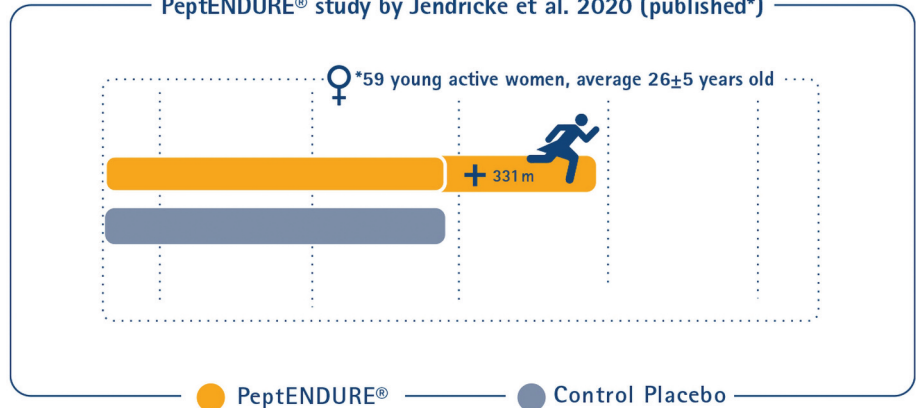


Figure 2: After 12 weeks in the women's study, the PeptENDURE® group was not only faster than baseline, but also ran 331m more than the placebo group in a one-hour time trial

Where would PeptENDURE® fit into a brand portfolio?

Martin: As a sports nutrition brand owner, you may have products that help athletes boost their energy during competition or training; you may have muscle-building, fat-burning products too. But the missing piece of the puzzle is something that helps consumers adapt and improve their performance, building their endurance day by

day for the longer term. By giving you this, PeptENDURE® allows your brand to deliver a holistic solution that effectively takes consumers from day one of training to competition day and beyond. PeptENDURE® would not be an 'instead of' product – it would be an 'as well as'.

What kind of products can be created with PeptENDURE®?

Martin: We see powders being the core



Due to its excellent solubility, PeptENDURE® is perfectly suited for ready-to-drink products

application as PeptENDURE® dissolves quickly and easily in water and other drinks. There's no need for a blender or other complicated routine – users simply stir and go. The powder can also be mixed with other foods, such as yogurt, for example, for breakfast in the morning with cereals. Alongside powders, PeptENDURE® works well in ready-to-drink concepts, gels and nutrition bars. Being 100 percent natural, it is ideal for products with clean label positioning and can be customised with different flavours and levels of sweetness to suit all preferences.

From a technical point of view, is PeptENDURE® easy to handle during manufacturing?

Martin: The great thing about PeptENDURE® is that it has premium properties that make it easy for manufacturers to use. Like all GELITA Bioactive Collagen Peptides, PeptENDURE® is supplied as a pure white powder. It comes in agglomerated form, which guarantees dust-free handling. It also has excellent dissolution properties and combines well with other nutrients such as vitamins and minerals. Because it is neutral in taste, manufacturers can be really creative with flavours to deliver innovative concepts that suit regional tastes in markets all over the world.

And how about safety?

Martin: For GELITA, safety is always our top priority with all of our products, and so it is with PeptENDURE®. Its safety has been well documented in human and animal studies. It is non-allergenic, non-GMO, gluten-free and accepted by the World Anti-Doping Agency, so athletes can consume it with confidence.



PeptENDURE® can be used as an everyday training partner for athletes in all endurance sports, from long-distance running, cycling and triathlon to team sports and high-intensity gym-based activities

For manufacturers who haven't worked with GELITA before, what kind of support do you offer

Martin: GELITA has many years of experience, especially in the field of sports nutrition. We are always happy to help our customers develop new formulations and innovative concepts. Our technical application service team is on hand to help solve manufacturing queries, and our teams can support with marketing and regulatory advice too.

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