

Anticipate. Innovate. Outperform.



In the rapidly evolving market for active nutrition powders, every point of differentiation is an opportunity to accelerate your advantage. Partner with Cargill for proprietary consumer insights, industry-leading, science-backed ingredients... and technical expertise to deliver on your goals for functionality, flavor, nutrition and smoother blending.

INSIGHT:

72% of powder users choose options with low / no sugar¹

SOLUTION:

EverSweet® stevia sweetener + **ClearFlo®** natural flavor



DEEPER

sugar reduction



CLEANER-

tasting sweetness



BETTER

solubility

INSIGHT:

84% of consumers prefer nutrition powders that are high in protein²

SOLUTION:

PURIS® pea protein



80%

minimum protein for a nutritional boost



100%

traceable, non-GMO*



Versatile

functionality in bars, beverages & more

INSIGHT:

66% of users select low-calorie nutrition powders³

SOLUTION:

Cargill soluble corn fiber



<2 kcal/g;

half the calories of sugar



70%

minimum dietary fiber



Minimal impact

on color / texture

INSIGHT:

Consumers are more likely to purchase a product with soluble rice flour vs. maltodextrin⁴

SOLUTION:

SimPure® soluble rice flour



1:1

substitution for 10DE maltodextrin



Comparable

taste, texture, functionality



Positively perceived,

validated through research

INSIGHT:

49% positive purchase impact for active nutrition products with cocoa powder⁵

SOLUTION:

Cargill cocoa powders



Full portfolio

of high-quality cocoa powders



Up to 15–30% sugar reduction

possible with Gerkens® Sweety cocoa powders



Specialty powders

designed to enhance dairy alternatives

INSIGHT:

Over half of users choose non-GMO (61%) & organic powders (56%)⁶

SOLUTION:

EmulPur™ sunflower lecithin



NON-GMO

project verified



BLENDS

evenly, smooths texture

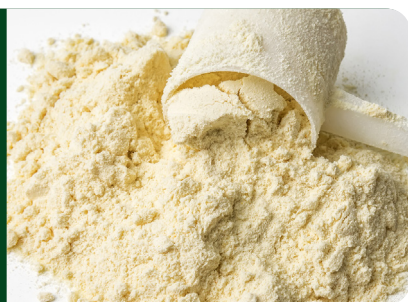


ALLOWED

in organic products

Partner with Cargill to accelerate product innovation.

Learn more at cargill.com.



*There is no single definition of “non-GMO” in the USA. Contact Cargill for source and processing information.

PURIS® Pea Protein is a trademark of PURIS Foods, a Cargill strategic partner.

EverSweet® is a product of Avansya, a joint venture of Cargill and dsm-firmenich.

SOURCES:

¹ Cargill ActiveIntel™ Attitude & Usage Study, 2025.

² Ibid.

³ Ibid.

⁴ Cargill Purchase Impact by Category proprietary research, 2024.

⁵ Cargill Purchase Impact by Category–Health & Nutrition Beverages proprietary research, 2025.

⁶ Ibid, Cargill ActiveIntel Study.