

Research shows strong awareness of amino acids

Recent market research carried out by Ajinomoto shows that 77% of people in the UK are aware of amino acids. Males and females are just as likely to have heard of amino acids, whereas the younger generation (16-34 year olds) have higher levels of awareness at 82%, compared with the over 35s which reached just 74%. The data also show that people with a higher level of education generally are more likely to be aware of amino acids.

The survey was conducted by phone with a nationally representative sample of 1045 people aged 16 or over. Results compare favourably with the data for other well-known ingredients including fibre of which 87% of respondents were aware and 'friendly bacteria' with consumer awareness levels at 85%. The results for amino acids are not far off the aided awareness levels of over 80% in Japan, where their use in sports and energy drinks is extensive.



Across all functional beverage sectors in Japan, energy drinks have developed the fastest. Experiencing growth of 22% over the last six years, they now account for 10% of the Japanese soft drinks market. This is equivalent to sales of well over 2 billion litres each year. Per capita consumption of sports drinks in Japan now stands at 10 litres per

annum. This growth in the sports drinks sector in Japan corresponds with the increase in consumer awareness levels of amino acids, which has risen from just 6% ten years ago.

Amino acids

Amino acids are the building blocks of protein. Water accounts for about 60% of the human body, and approximately half of the remaining part consists of amino acids. In the body, amino acids perform various important functions and serve as the raw material for the body's cells, hormones, and enzymes. Used as an ingredient in sports drinks, amino acids can build muscle, increase stamina and aid recovery from fatigue.

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