

SUGAR TRAP ANALYSIS

Finding the Blue Ocean in the Snack Aisle

500K

Products

500K

Cleaned to 384K

8

Categories

2026

Open Food Facts

THE QUESTION

Where is the Blue Ocean in the snack aisle?



Supply Analysis

What products exist in the market today?



Nutritional Position

Where do High Protein + Low Sugar products cluster?



Gap Identification

Which big categories have almost NO healthy options?

DATA & CLEANING

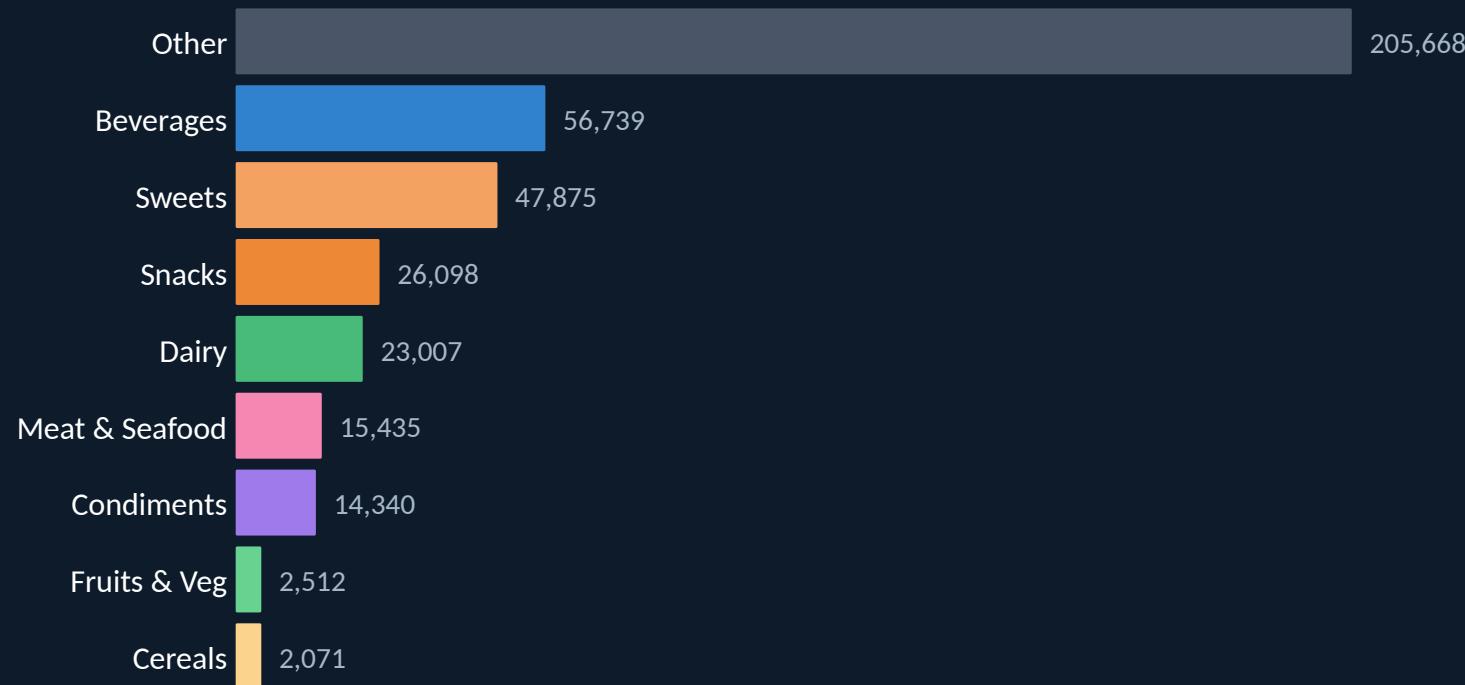
From 500,000 rows to a clean, analysis-ready dataset



Columns kept: *product_name · categories_tags · sugars_100g · proteins_100g · fat_100g · nutriscore_grade*

CATEGORY BREAKDOWN

8 categories mapped from 500K raw product tags



★ Sweets (47,875 products) is the 3rd largest named category — and has the WORST nutritional profile of them all

WHAT IS THE BLUE OCEAN?

The High-Protein / Low-Sugar quadrant where almost NO products exist

PROTEIN

$\geq 10g$

per 100g

Targets lean muscle support
& consumer satiety



SUGAR

$\leq 20g$

per 100g

Avoids the sugar trap that
affects most snack products

= THE BLUE OCEAN ZONE



BLUE OCEAN PENETRATION BY CATEGORY

% of products sitting in the High-Protein / Low-Sugar quadrant

| CATEGORY | BLUE OCEAN COUNT | TOTAL PRODUCTS | BLUE OCEAN % |
|---------------------|------------------|----------------|--------------|
| Sweets | 1,912 | 47,875 | 4.0% |
| Fruits & Vegetables | 127 | 2,512 | 5.1% |
| Condiments & Sauces | 774 | 14,340 | 5.4% |
| Beverages | 10,170 | 56,739 | 17.9% |
| Snacks | 7,033 | 26,098 | 26.9% |
| Cereals & Grains | 838 | 2,071 | 40.5% |
| Dairy | 9,499 | 23,007 | 41.3% |
| Meat & Seafood | 13,359 | 15,435 | 86.6% |

THE OPPORTUNITY

**96% of 47,875 Sweets products
have NO healthy equivalent**



| TARGET SPECS |
|---------------------------------------|
| Protein |
| ≥ 13g / 100g |
| <i>75th pct of existing BO Sweets</i> |
| Sugar |
| < 5g / 100g |
| <i>25th pct of existing BO Sweets</i> |

TOP PROTEIN SOURCES

Most common ingredients in 50,740 Blue Ocean products



For plant-based positioning → Soy & Oat | For performance nutrition → Whey | For clean-label → Peanut & Almond

NUTRISCORE GAP ANALYSIS

Sweets is the worst-scored category. An A/B product stands out completely.

NutriScore Grade:

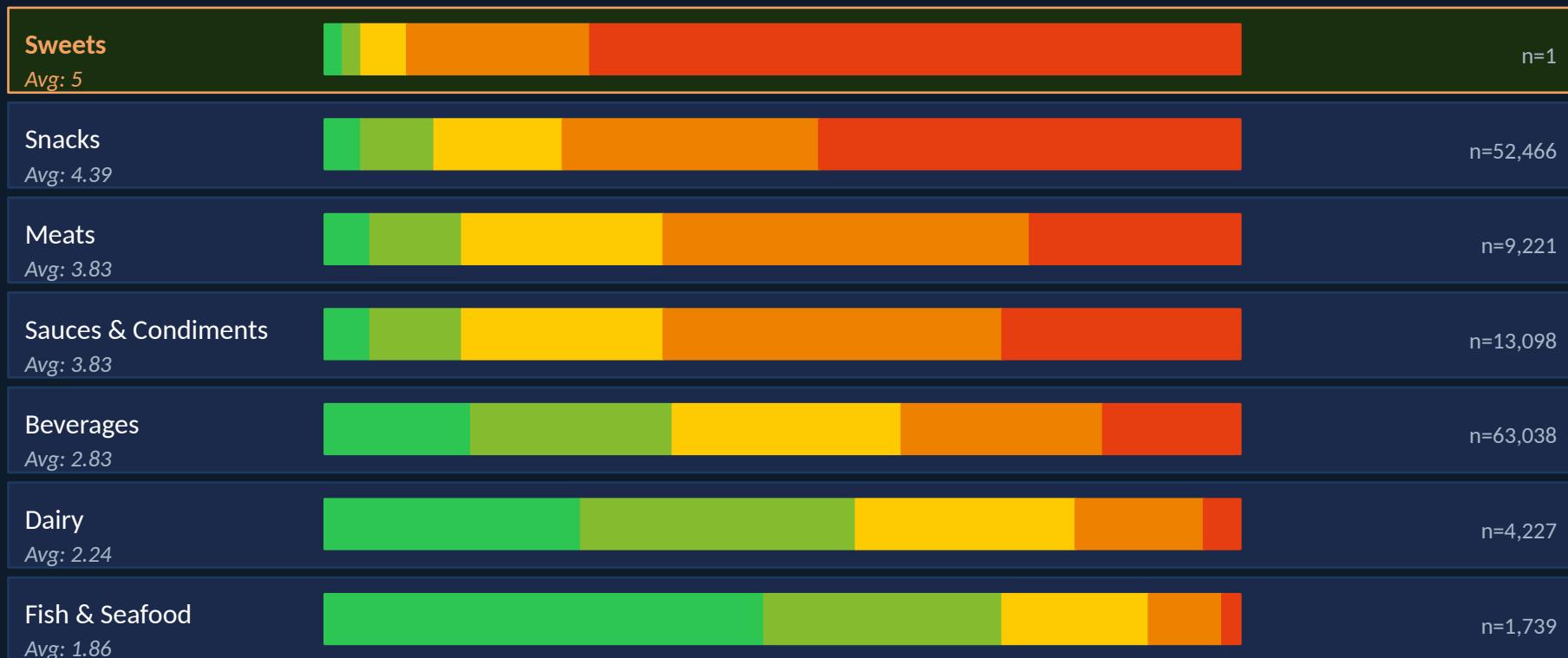
 A (Best)

 B

 C

 D

 E (Worst)



STRATEGIC RECOMMENDATION

Launch a high-protein, low-sugar sweet snack — today.

01

Market Gap

96% of 47,875 Sweets products are outside the Blue Ocean quadrant. This is the least-served major category by volume.

02

NutriScore Moat

Sweets averages NutriScore E. An A/B product on-shelf is an immediate standout — especially in EU markets.

03

Formulation Clarity

Soy & whey are the dominant protein sources in Blue Ocean products. Supply chains are proven and scalable.