



PRO-COFFEE YOUR FAVORITE MORNING ROUTINE PROTEIN+ENERGY

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PRO-COFFEE

A functional coffee with protein and natural energy-boosting ingredients

— nutrition and performance in a single drink

- Base: Organic coffee + milk alternative
- Protein: Whey, plant protein, or collagen
- Energy boost: MCT oil + caffeine + sometimes adaptogens
- Sweeteners: Natural, zero-calorie (Stevia, Monk Fruit)
- Extras: Electrolytes, vitamins, taurine, collagen



MORE THAN JUST A DRINK



We want to test this functional coffee to the European market

Searching for people's habits on coffee and supplements consumption
and also gathering exploratory data.

Understand the weight of the healthy lifestyle for the European market
and if this is connected to the product we want to develop.





THE PROBLEM

Active people who care about performance don't always find practical, healthy, and energizing drinks for their daily routine.



- Traditional coffee can cause discomfort (like anxiety or nervousness).
- Supplementation requires discipline, time, and cost.
- There's a growing interest in functional drinks in other markets around the world (like supercoffee in Brazil) — but what about Europe?



THE RESEARCH

Google forms survey

82 answers

Data on:

- Coffee consumption
- Supplement consumption habits
- Lifestyle and perception of natural products

Development:

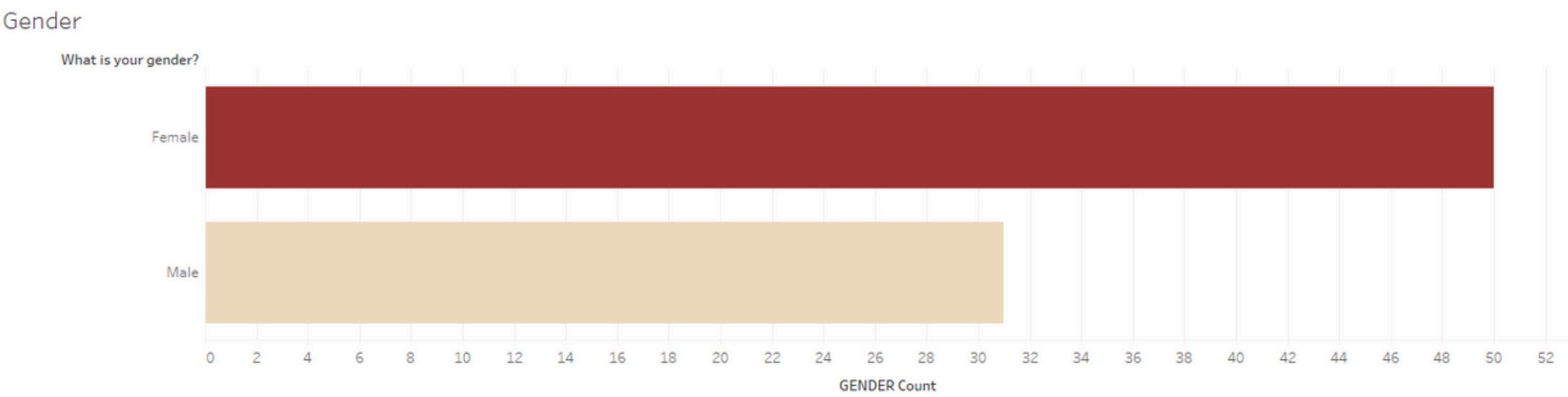
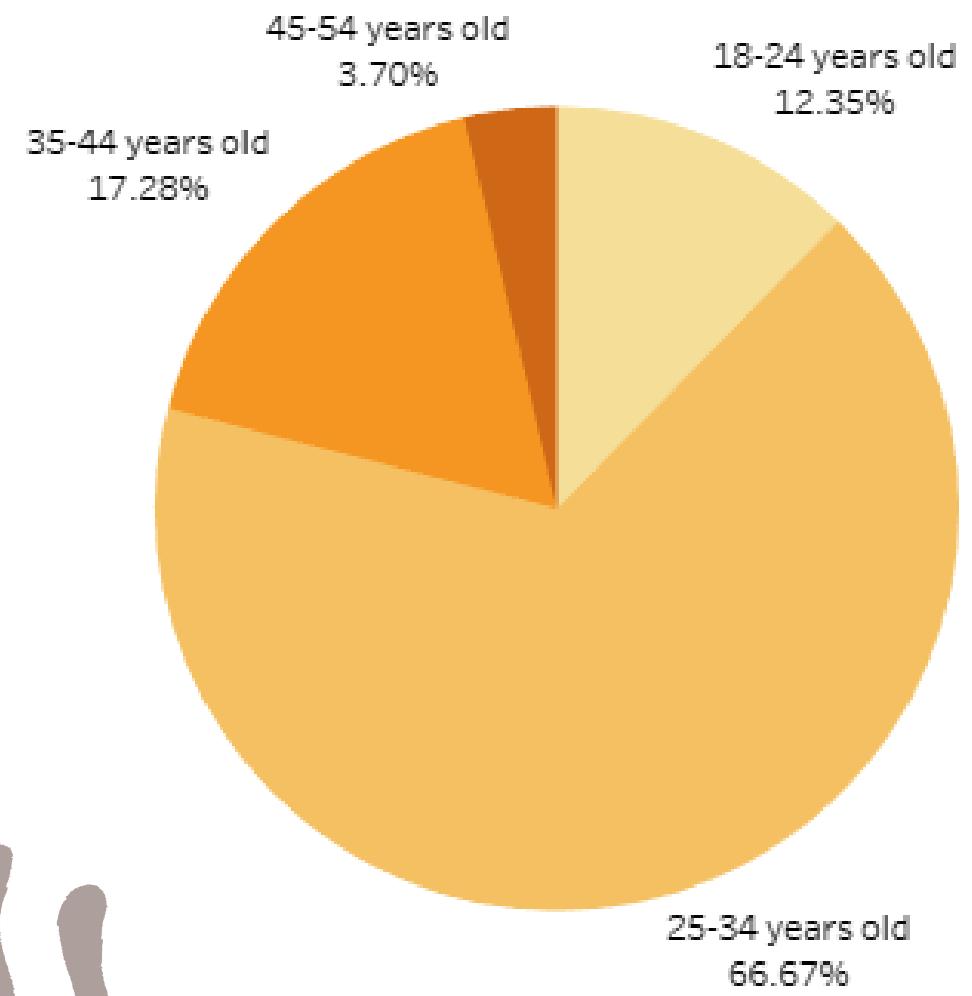
- Enrichment with derived variables
- Exploratory Data Analysis (EDA) + Statistical Hypothesis Testing

Google trends - words
+ Google analytics

- SuperCoffee
- Keto Coffee
- Bulletproof coffee
- Protein Coffee
- Energy Coffee
- Healthy Lifestyle



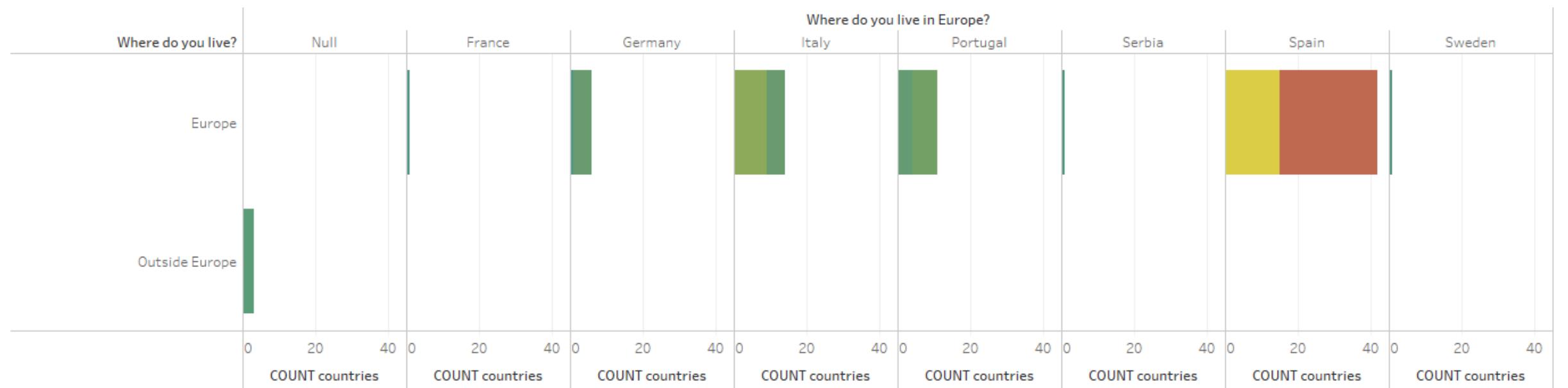
DEMOGRAPHICS



DEMOCRAPHICS

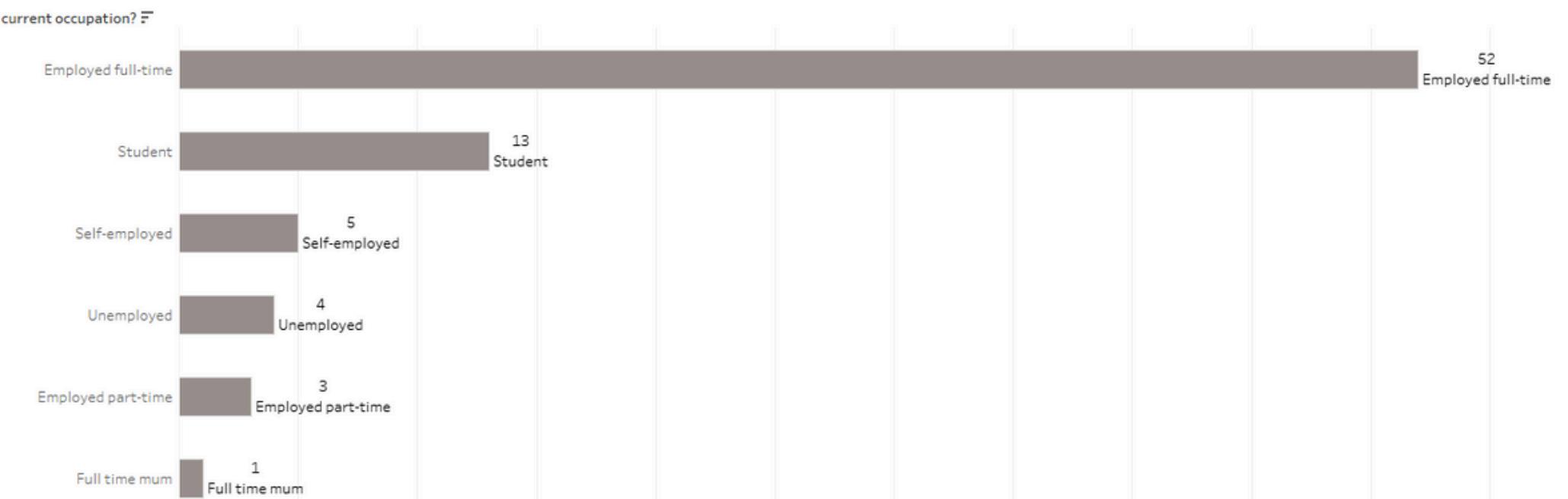
We achieved the goal on understanding mostly Europe behavior, although mostly coming from Spain.

Countries



Occupation

Understanding the occupation can help to indicate a bit on the lifestyle and raise hypothesis





Hypothesis 1–3 (not statistically significant):

H_0 = 'The gender influences on how people tend to consume coffee'

H_0 = 'The gender influences on how people tend to use supplements'

H_0 = 'The age influences on how people tend to use supplements'
(missing data for checking ages differences)

Key Hypothesis (Significant):

'People who consume performance supplements (e.g. protein, creatine, pre-workout) are significantly more likely to have tried functional coffee'

p-value = 0.0137





Hypothesis 1: People who exercise regularly drink more coffee

→ p-value = 0.8357 → No significant difference found.

Hypothesis 2: An active lifestyle (exercise + coffee) leads to higher supplement use

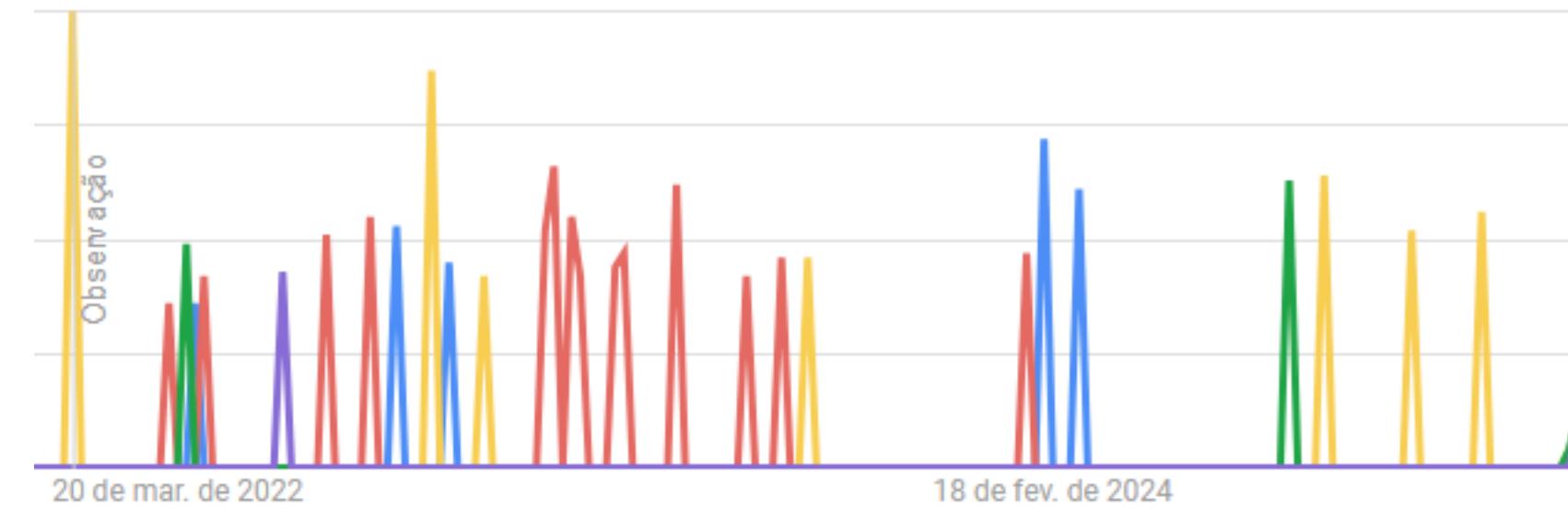
→ p-value = 0.136 → Trend observed, but not statistically significant.

36% of active individuals use supplements vs. 15% of non-active ones — a promising trend, but more data is needed to confirm it statistically.

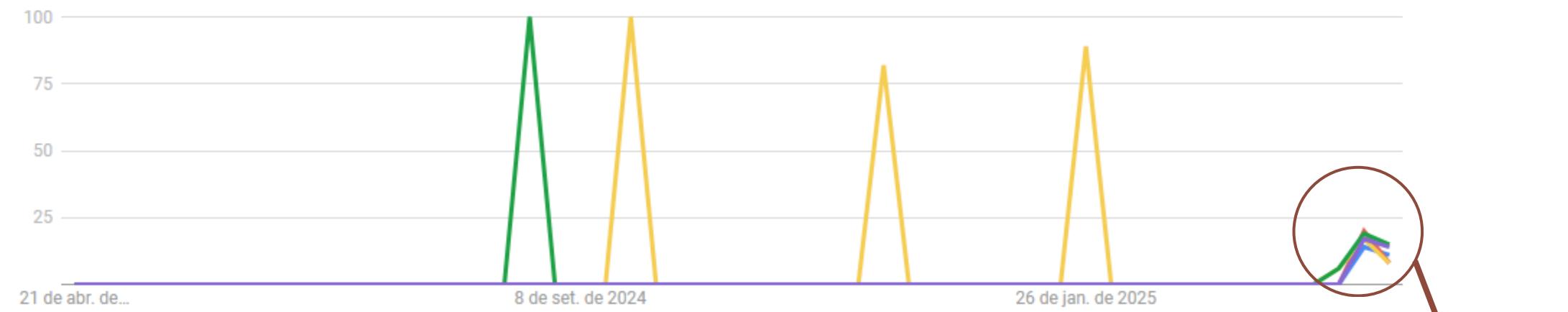


GOOGLE TREND

Last 5 years - Spain



Last 12 months - Spain



The interest comes and goes, it seems to be a niche and mainly a general emerging topic in the last few weeks.

100 - peak popularity of the term in that time period

50 - half as popular as the peak

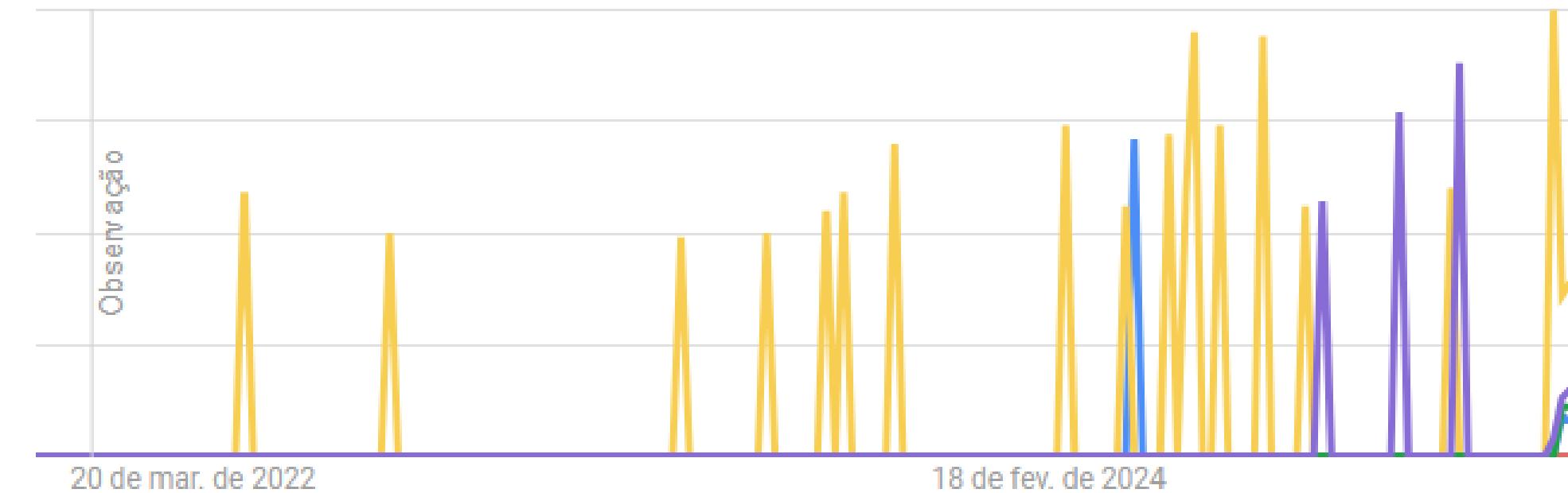
0 - not enough data / no interest

13 - 19 de abr. de 2025	14
energy coffee	20
keto coffee	17
bulletproof coffee	19
protein coffee	17
super coffee	

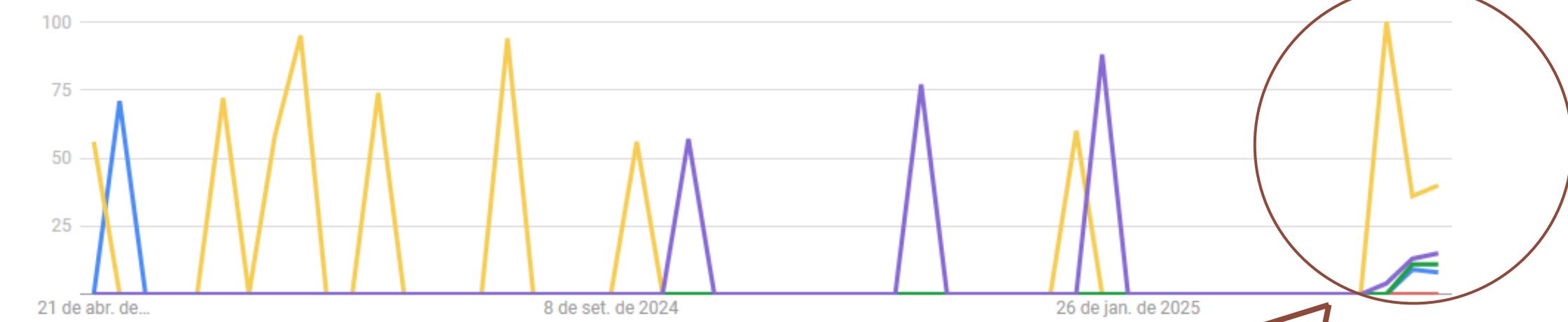
GOOGLE TREND



Last 5 years - Spain



Last 12 months - Spain



In Spanish the interest was constant between the months, also showing a relevant spike in the last weeks

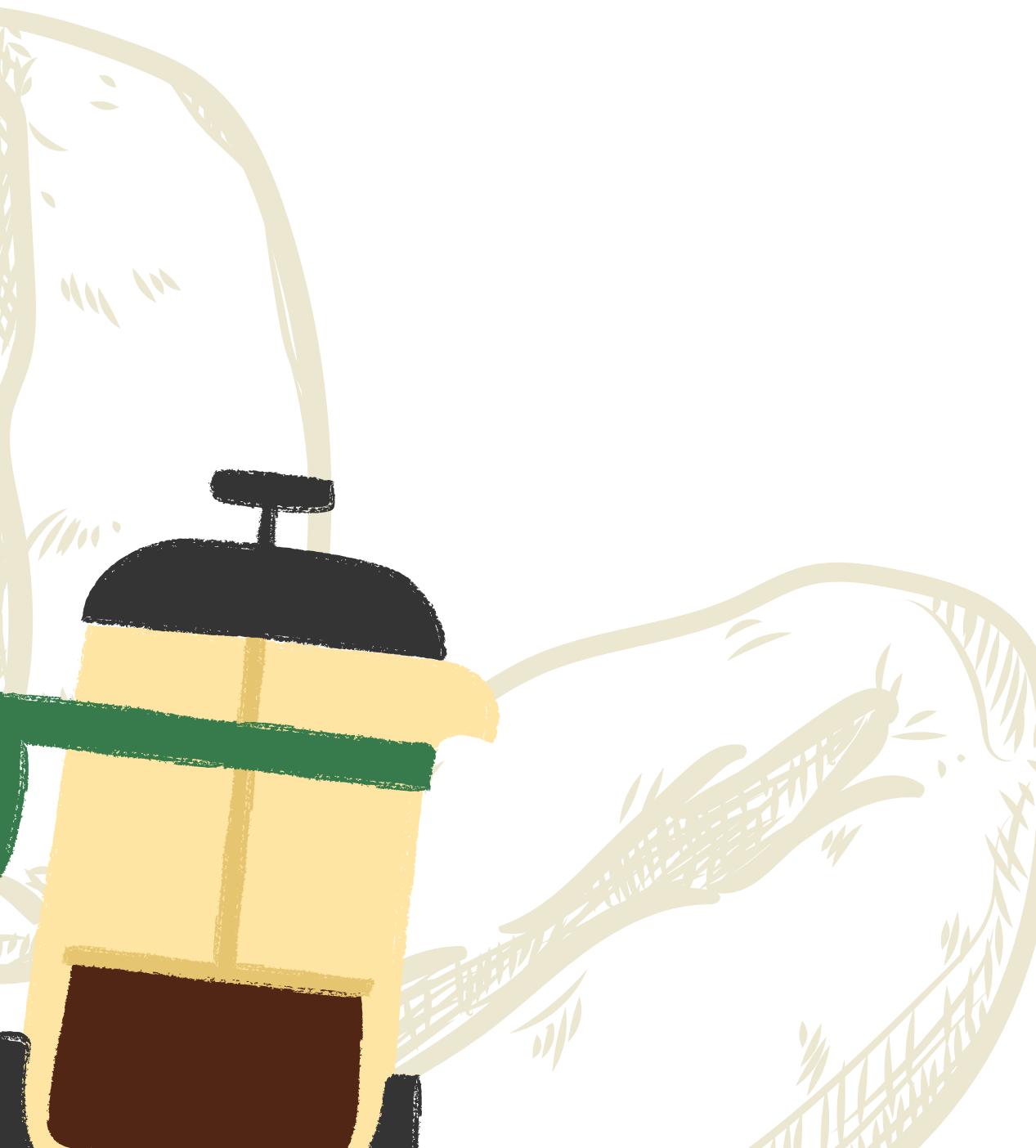
100 - peak popularity of the term in that time period

50 - half as popular as the peak

0 - not enough data / no interest

6 - 12 de abr. de 2025	20 - 26 de abr. de 2025
cafe proteico	8
cafe funcional	0
cafe proteina	40
cafe con proteina	11
cafe de proteina	15
Os dados disponíveis para os valores deste ponto são parciais (incompletos)	2

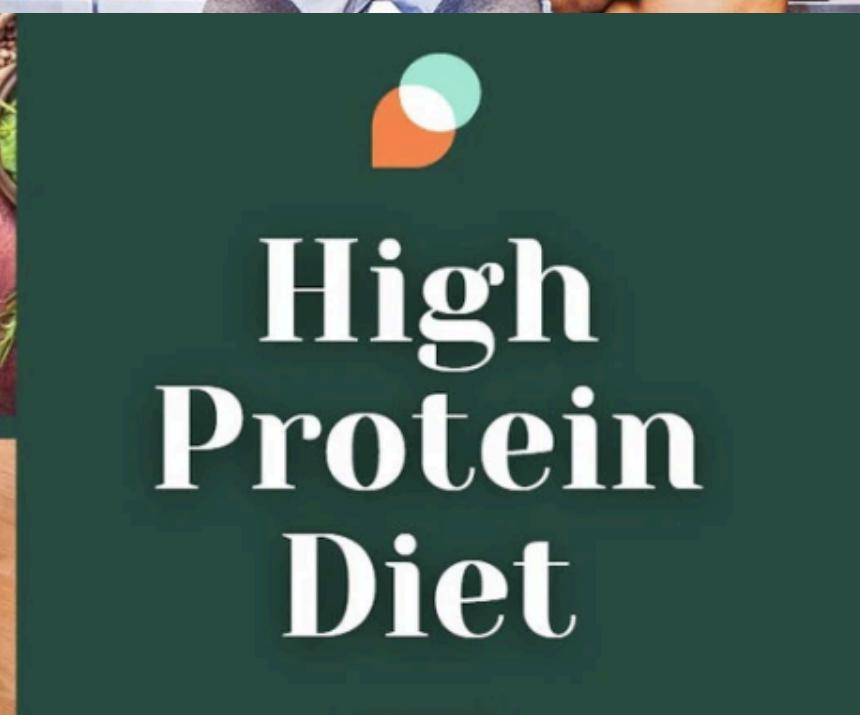
GOOGLE TREND



KEYWORD

KEYWORD	Average monthly search	Total change in 3 months	Total change YoY
café proteico	260	+50%	+85%
cafe de proteina	30	+150%	+150%
cafe con proteina	170	+24%	+53%
proteina con cafe	170	+24%	+53%
proteina cafe	70	+29%	+29%
proffee	20	+300%	+33%

FITNESS LIFESTYLE + COFFEE & SUPPLEMENTS



MAIN CONCLUSIONS

Our findings suggest that young, active adults who consume performance supplements represent a strong target audience for ProCoffee, especially when positioned within fitness ecosystems like gyms and health-oriented social spaces



NEXT STEPS

MORE DATA → MORE ANALYSIS

Conduct a larger survey across other countries in Europe. Trying to segment a bit by the fitness engagement

COMPETITION ANALYSIS

Investigate other brands developing functional coffees on their positioning, product development and customer engagement strategies.

MONITOR SOCIAL MEDIA AND SENTIMENT

Follow trends on Instagram, tiktok and other social media in terms of consumer preferences for high-performance beverages or healthy lifestyle

FINANCIAL ANALYSIS

Financial focus analysis on costs, pricing, projections and investments.





THANK YOU

