

WSJ Article: Protein Is Hotter Than Ever. So Why Is the Owner of Quest and Atkins on a Cold Streak?

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This article explains how the protein industry is growing at a rapid pace, however the owner of Quest and Atkins, Simply Good Foods, is struggling to keep up with the growth. Although high-protein foods are becoming a major trend among consumers, the company has experienced a decline in sales, as well as market share, because of the increased competition and poor positioning. There are many newer brands that are becoming increasingly attractive to customers, with their new flavors, strong marketing presence, and popularity among social media, while Simply Good Food products have failed to keep up.

This article shows the importance of marketing concepts such as positioning and product differentiation. A major factor in Simply Good Foods' decline is that in a growing market brands need to ensure they clearly position themselves and continue to adapt. Although brands like Atkins and Quest have great nutritional values, this is not enough to attract consumers. With competitors focusing on branding, and excitement, the importance of perceived value is shown as more important than product quality.

Another important factor is product differentiation. In this article, it is shown how high performing brands are continuously releasing new flavors and specialized products, which continues to keep consumers interested. This shows how companies must continue to be innovative in order to stay relevant among consumers. This is especially important in growing markets, such as the protein foods market.

In my own life, I have seen this trend over and over. When I go to grocery stores, there are far more protein snack options than there used to be, and many with interesting flavor profiles. Quest and Atkins consistently provide neutral flavors, and I have found myself gravitating towards other brands that look better and have more appealing flavors. Additionally, I continuously see new products on social media, which makes me more drawn to them and likely to try them. As a consumer, I see how important marketing and branding are in making my decisions. Even if a product has strong nutritional aspects, I am more likely to choose something that feels more exciting. Moving forward, companies like Quest and Atkins must actively focus on their branding, and continue to stay relevant rather than relying on product quality.

Overall, this article shows that even in a market that is continuing to grow, companies must keep up with the preferences of consumers. Simply Good Foods is struggling to highlight their brand and understanding the ever-changing consumer behaviors. As trends continue to change, companies must adapt in order to stay relevant and maintain their market share.