Get smart and get ahead:
Redefining sports nutrition for the modern female athlete

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What Timing!

Serena Williams Wins 2020 ASB Classic; 1st Title Since 2017 Australian Open
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- Growing Market
- Empower Your Customer
- Demands of the Female Athlete
Women in Sports: A GROWING Market
The Battle of the Sexes

*Billie Jean King v. Bobbi Riggs - Sept. 20, 1973*

**The year before Title IX** (signed 1972): about 310,000 girls and women in America played high school and college sports.

**Today:** >3,373,000
2017-18 National Federation of High School Associations: 42.7% of all high school sports participants are girls (Forbes.com)

**TOP GIRLS' PARTICIPATION, BY PERCENTAGE, 2017-18:**
- Minnesota (49)
- Pennsylvania (47.1)
- Maine (46.6)
- Alaska (46.6)
- New Hampshire (46.5)
- Connecticut (46.4)
- New Mexico (45.4)
- Colorado (44.9)
- South Dakota (44.8)
- Montana (44.8)

**LOWEST GIRLS' PARTICIPATION, BY PERCENTAGE, 2017-18:**
- Alabama (35)
- Tennessee (36.8)
- South Carolina (37.6)
- Mississippi (39)
- Georgia (39.9)
- Kansas (40.1)
- Texas (40.3)
- Iowa (40.5)
- Missouri (41)
- Wisconsin (41.1)
NCAA 2017-18:
Female athletes total 216,378, or 44 percent. Female teams make up 54 percent of all teams, compared with 46 percent for the men. (ncaa.org)
• African-American women are underrepresented in all sports except Division I Basketball and Track & Field
• Latinas make up just 4 percent of the female athletes in the NCAA.
Share of female participants in Olympic Summer Games 1992-2016

45%
Participation in Recreational Sport

• In 2018 women made up 60 percent of a running road race field. (RunningUSA.org 2019)

• 35% of USA Triathlon members are female. (USA Triathlon 2016)

• Of 47.5 million cyclists, there is approximately 1 female cyclist for every 2 male cyclists on the roads. This ratio rises as you travel from the SE to the NW of the USA. (Statista.com, Sept. 11, 2018)
Gender & Media:
The tip of the marketing spear to empower your customer
Gender in Televised Sports

Do I see myself as part of the market?
“...women’s sports currently receive 3.2% of overall media sports coverage (21), an underrepresentation that has continued for over a quarter century (21,56) in the midst of a global explosion of sports media, including of entirely new sporting categories (12).” -Joylin Namie, Ph.D., 2018 thesportjournal.org
“The female athletes of sports nutrition are not only visible but are presented in ways that highlight their athletic ability over their sexuality, increasing their appeal as sporting role models for girls.”

- websites
- online commercials
- in social media
Female Image in the Sports Nutrition Market

2016 Superbowl
Serena Williams’ Gatorade Snapchat “Virtual Dunk” filter

- Most visible sports nutrition ad of the year
- Shared 160 million times during Superbowl
Empowering Images That Say “yes you are part of the market”

• Wide range of sports, ages and abilities
• Gender-neutral vs. gender-marking (women’s only sport while the male sport is the norm)
• Neutral sexuality (pictured alone, in competition or training, wearing sport appropriate clothing that is functional rather than sexy)
• Feature most successful, rather than “best looking” athletes
• Valorize sport prowess and performance rather than trivialize it
Androgynous images: Clifbar.com
The Science of Fueling A Female Athlete

Meeting the Customer Demand
Find The Data: Evidence-based *products*

- Energy!
- Fuel Your Goal: macronutrient timing & personalization
  - Carbohydrate
  - Fat
  - Protein
- Gut comfort and health
  - Carbohydrate formulation
  - Prebiotic
  - Probiotic
  - More...
- Immune function
- Menstrual health & function
  - Timing your diet/training with your cycle
- Mental focus
- Iron
- Calcium
- Vitamin D
- Vitamin C
- Magnesium
- Creatine
- β-Alanine
- Caffeine
- Nitrate/beet
- MSM (methylsulfonylmethane)
- Collagen
- And more...
Educate The Market

- Why is this product for me?
- What will this do for my performance?
- Will I stay healthier?
- How do I use the product?
- When do I use the product?
- Can I personalize to my needs?
other important matters...

- Convenience
  - Food first message
  - Pre-, during, post-training & competition
  - Snack replacement
- Taste
  - 3rd Party lab certified free from...
- Targeted to goals

- Emerging:
  - Sustainable manufacturing and packaging
  - Limited additives
  - Youth athletes and age groupers
  - Diversity
Female athletes...

• Are fierce
• Are powerful
• Are physical
• Are aggressive
• Are diverse
• Dominate
• Sweat
• Speak for themselves
• Win
• Celebrate their wins
Thank you!
Stephen Daniels
Chloe Spears
NutraIngredients USA
William Reed Business Media
Female athletes everywhere!

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