

Table S1: List of online retailers used during the market research analysis.

Online Retailers			
Amazon	GNC	Muscle Blaze	Team Ready
Beauty box Korea	Gymgrossisten	MyVegan	The Isopure Company
Behard	Holland and Barrett	No Pain No Gain Nutrition	TruSource
Bevnet	Interspar	NXT Nutrition	Ubuy
Biotech	Longos	Powerfood	Upbeat
BiPro	MaxiNutrition	Premier Protein	Vieve
Bodiez	Mcgrocer	Protein2O	Vital Proteins
British online supermarket	Migros	Protein pick and mix	Vitamin UK
Drink Trimino	Multipower	Prozis	Walmart
Gatorade	Muscle and Strength	Reneva	Wowhydrate

Figure S1: Lumisizer graphs. Soft drink (SD), numbers 1-11 indicate product brand and the corresponding letter (a – d) shows different flavours of the same brand. An * - carbonated. Table S1: List of retailers from the market research analysis of sourced protein soft drinks.

