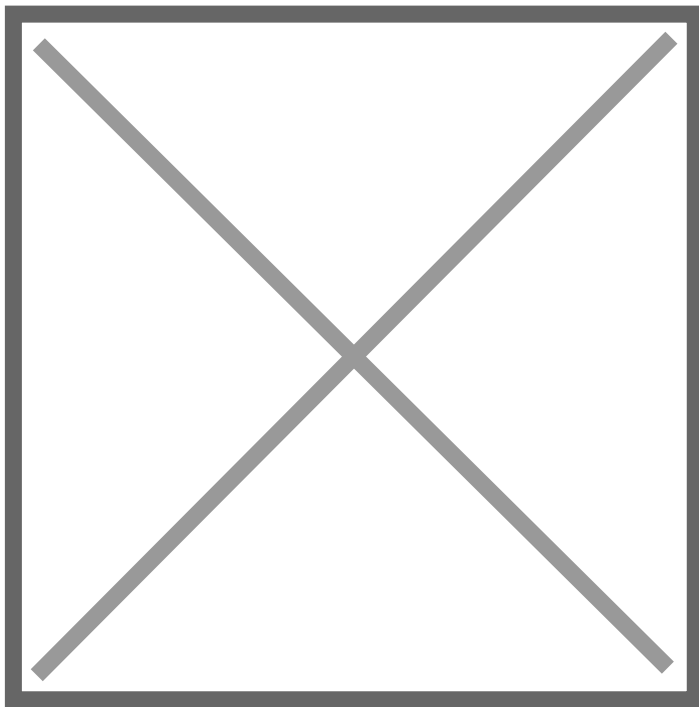


MCB Group unveils daily sports nutrition innovations at SupplySide Global 2025

23 December 2025 | News

The focus on MCB's new ingredients reflects insights generated through its AI-powered market platform



The focus on MCB's new ingredients reflects insights generated through its AI-powered market platform

MCB Group, a Taiwan-based global manufacturer of premium nutritional powder ingredients, has further streamlined its operations into a full CDMO private-label provider, showcasing a range of trend-driven branded ingredients and turnkey total solutions at SupplySide Global 2025, aimed at capturing growth in next year's booming market.

The focus on MCB's new ingredients reflects insights generated through its AI-powered market platform, revealing a clear shift: sports nutrition is rapidly becoming part of everyday nutrition. Consumers now prefer convenient delivery forms—such as drink sachets, coffee mixes, and ready-to-drink beverages—to incorporate nutrients like creatine, MCT powder, and plant-based proteins into their daily routines.

The global sports nutrition market is expected to reach \$75 billion with CAGR of 7.5 per cent by 2030, according to Grand View Research. The United States accounts for the largest share of global sports nutrition products, and has seen incredible growth from creatine and plant-based protein. These ingredients are also appealing to mainstream consumers, with significant opportunity for brands in meal replacement and hydration (electrolytes) products.

As a long-established nutritional ingredients provider, MCB's branded ingredients, MCT solutions Micro-encapsulated MCT Oil Powders, are already widely used in global sport and nutritional brands. As a result of operational integration, MCB

leveraged advanced technology to create sport nutrition ingredients, redefining creatine and plant-based protein from ingredients to comprehensive private-label solutions.

"We analyse global scientific data alongside MCB market research through an AI-powered platform, which revealed that creatine monohydrate is the most extensively studied and trusted form of creatine. However, generic creatine faces limitations like poor water solubility, low bioavailability, and common digestive discomfort," said Dr Joseph Chiu, VP of health ingredient for MCB Taiwan. "To address these limitations, we have implemented a Hydrogel Delivery System in our instant creatine monohydrate, CreHytine."