

BEER WITH WHEY PROTEIN: CONSUMER POTENTIAL AND RESISTANCE

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ABSTRACT

This study aimed to evaluate consumer acceptance of a functional beer enriched with protein through a concept testing approach. The research was approved by the Research Ethics Committee involving Human Subjects (CAAE 86769025.5.0000.5148) and was characterized as a descriptive study with a quantitative approach, conducted through a structured online questionnaire administered to 54 participants. The product was described as a non-alcoholic beer with added whey protein, packaged in a 330 mL can, with a suggested price of R\$ 9.90. Most respondents (62.9%) associated the product with healthy characteristics, although 50.0% reported low expectations regarding its flavor. Regarding purchase intention, 59.3% stated that they would certainly or probably not buy the product. Consumption frequency was also low: 29.6% indicated they would not consume it, and 20.4% reported consuming the product less than once a month. These results suggest a resistance linked to sensory characteristics and consumption habits. On the other hand, 59.3% considered the absence of alcohol an appealing feature, aligning with market trends that prioritize health-conscious beverages. The price was deemed appropriate by 61.1% of the participants, and the 330 mL can packaging was well received by 75.9%, indicating a strong appreciation for convenience. Despite the low purchase intention, the positive perception regarding healthiness reveals a promising niche among consumers with greater concern for health. Future studies are recommended to develop a physical prototype of the product and conduct sensory evaluations to assess its actual acceptance.

Keywords: functional beer; whey protein; concept testing.

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