The Healthy Chef targets growing creatine and women's wellness opportunity



New Creatine + Electrolytes range brings everyday convenience to an expanding category

Elixinol Wellness Limited (ASX: EXL) has launched The Healthy Chef Creatine + Electrolytes, extending its nutrition range into a growing category and introducing the brand's first convenient stick sachets.

Grand View Research forecasts 21.8% annual growth in the Australia and New Zealand creatine supplements market from 2026 to 2033, highlighting the category opportunity for The Healthy Chef.[1]



The Healthy Chef sees an opportunity to reach a broader wellness audience, including women focused on maintaining strength and wellbeing through perimenopause and menopause. Research into the benefits of creatine across women's life stages continues to develop and strengthen. [2]

The formulation combines creatine's role in supporting muscle energy during short, high-intensity activity with electrolytes that contribute to fluid balance and normal muscle function. [3] The pre-measured sachets bring these complementary ingredients together in one portable daily serve.

Available in Apple + Kiwi and Pineapple + Lime, the portable sachets make daily use easier at home, at work or on the go. The format also makes it straightforward for customers new to creatine to add it to their routine, without measuring powder or carrying a tub.

Elixinol Wellness CEO Natalie Butler said:

"Creatine used to be associated mainly with the gym. It's now reaching a much broader audience, including women thinking about strength and wellbeing through midlife. We wanted to make it easy to use: great flavours, a measured serve and a sachet you can pop in your bag. Creatine and electrolytes together also means one less product to mix. For us, it's an opportunity to welcome new customers to The Healthy Chef and give existing customers another reason to make us part of their day."



Authorised for release by the Elixinol Board

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1 Grand View Research, ANZ Creatine Supplements Outlook 2026–2033. External forecast.
2 Creatine in women's health, JISSN (2025).
3 Antonio et al., Creatine evidence review, JISSN (2021).