

Cranberry products can support muscle recovery and oxidative capacity by **reducing inflammation and improving oxygen use during exercise**.  National In... +1

How Cranberries Affect Muscles

- **Antioxidants (PACs):** Cranberries contain type-A proanthocyanidins (PACs), powerful antioxidants that neutralize free radicals and lower exercise-induced muscle damage.  Vitafoods Insights +1
- **Better Oxygen Use:** Recent [Research from Concordia University](#) shows that daily cranberry extract supplementation over 28 days increases muscle oxidative capacity and speeds up muscle reoxygenation.  National Institutes ... +1
- **Lactate Buffering:** Studies on runners note that continuous cranberry supplementation helps buffer peak lactate responses and supports better lactate clearance after intense sprints.  National Institutes ... +1

Juice vs. Supplements

- **Sugar Content:** Standard commercial cranberry juices are high in added sugars and low in the specific concentrated polyphenols used in clinical studies.  WebMD +1
- **Practical Intake:** Experts note that getting benefits from whole cranberries or low-sugar extracts/powders is more effective than drinking large amounts of sugary juice.  CRANEL | Cranberry... +1

• [Phys Act Nutr. 2023 Dec 31;27\(4\):8–14. doi: 10.20463/pan.2023.0032](#) 

Cranberry supplementation improves physiological markers of performance in trained runners

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PMCID: PMC10844722 PMID: [38297471](#)



Cranberry polyphenols shown to improve muscle oxidative capacity

Published: 5-Aug-2025

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New study shows 28-day cranberry powder supplementation may support recovery and mitochondrial health in active adults

The sports nutrition market is undergoing rapid growth as consumers increasingly seek products that enhance endurance, recovery, and overall performance.

Functional ingredients such as adaptogens, protein, and creatine are increasingly finding their way into products and gaining popularity among athletes and recreational fitness enthusiasts thanks to their role in promoting physical resilience and maximizing muscle recovery post-workout.

There is also growing consumer demand for scientifically backed solutions and ingredients that are supported by targeted health claims. In addition, aligning with wider consumer awareness of health and wellness, the drive toward clean-label products containing natural, allergen-free, plant-based ingredients, and supply chain transparency continues.

As sports nutrition consumers increasingly seek science-backed ingredients with scientifically proven health claims, there is pressure on manufacturers and formulators to clean up labels and for brands to actively address ethical and sustainable practices with more natural and targeted solutions.

Rich in natural polyphenols

Cranberries are gaining recognition in the sports nutrition space thanks to their high antioxidant