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Trends in Fiber September 2022



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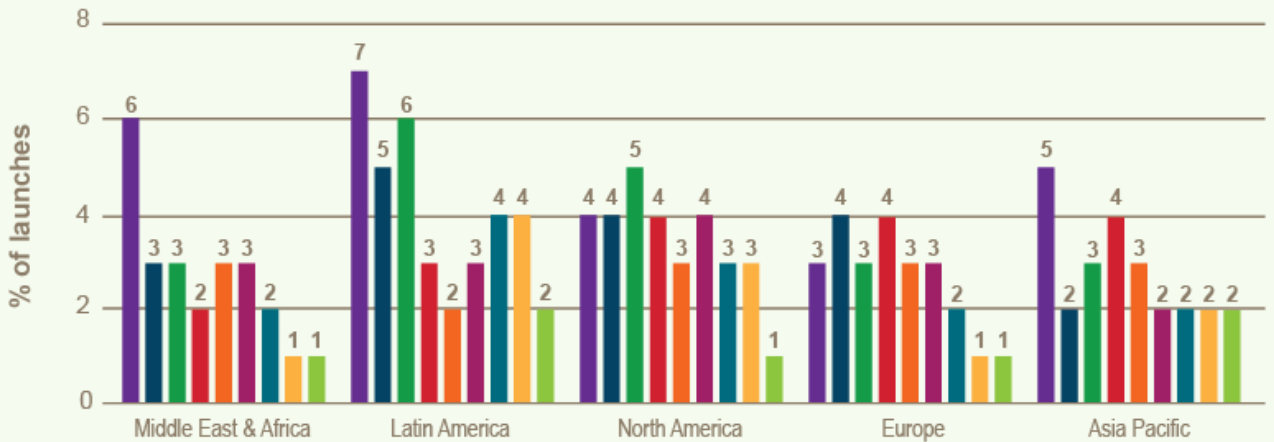


Claims linked to fiber are overshadowed by those linked to other 'nutrients'

Globally, 3% of food and drink launches in the three years ending May 2022 featured a high/added fiber claim, with the exception being Latin America at 2%.

Global: % of food and drink launches that feature selected claims linked to nutrition, 2019-22

- Vitamin/mineral-fortified
- No added sugar
- Low/no/reduced fat
- High/added protein
- High/added fiber
- Wholegrain
- Sugar-free
- Low/no/reduced calorie
- Low/reduced sugar



Source: Mintel GNPD, Jun 2019-May 2022



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Source: Mintel Global New Products Database (GNPD)





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Project 7 Gummy Bears *The plant based product is described as a good source of fiber, is made with natural flavors and colors*



Zach & Zoë Sweet Bee Farm Wildflower with Blueberry Raw Honey *It contains organic blueberries which are said to be full of fiber and vitamin C*



J&T Berrylicious Flapjack *is free from gluten and is high in fiber. The vegan product is described as oat bar with berries*

Take inspiration from the protein trend, which appeals to younger consumers

Over recent years, claims such as 'high protein' or 'plant protein' have grown in launches, with protein establishing itself as a trendy nutrient.

In particular, protein appeals to younger consumers, with 24% of Spanish consumers aged 16-24 agreeing that high protein content is an important factor when shopping for food, compared to just 9% of consumers aged 65+.

As yet, fiber does not resonate with as high a percentage of younger consumers as protein does. Producers should consider ways to link fiber with health benefits that younger consumers are interested in, such as immune health, weight management, digestive health support and boosting energy levels.

The time is right to become more adventurous when innovating with fiber. Fiber is popping up in categories that are less expected by the Western consumer.



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Preventative health: reversing the path to diabetes

A number of attributes hold potential to help consumers manage their blood sugar, including glycemic index claims and low sugar or high fiber claims, for example. Helping consumers to understand which carbohydrates are beneficial for blood sugar control, and in what portion size, is also an opportunity.

Type 2 diabetes is a critical global public health issue, with The World Health Organization stating that, in 2019, diabetes entered the top 10 causes of death globally, following a significant 70% increase since 2000.

Consumer interest in preventing future health issues suggests an opportunity for foods and eating patterns that support the prevention of type 2 diabetes. Diabetes UK discusses how more than half of all cases of type 2 diabetes could be prevented or delayed. Lifestyle changes to diet, physical activity and sustained weight loss can be effective in reducing the risk of type 2 diabetes by about 50%.



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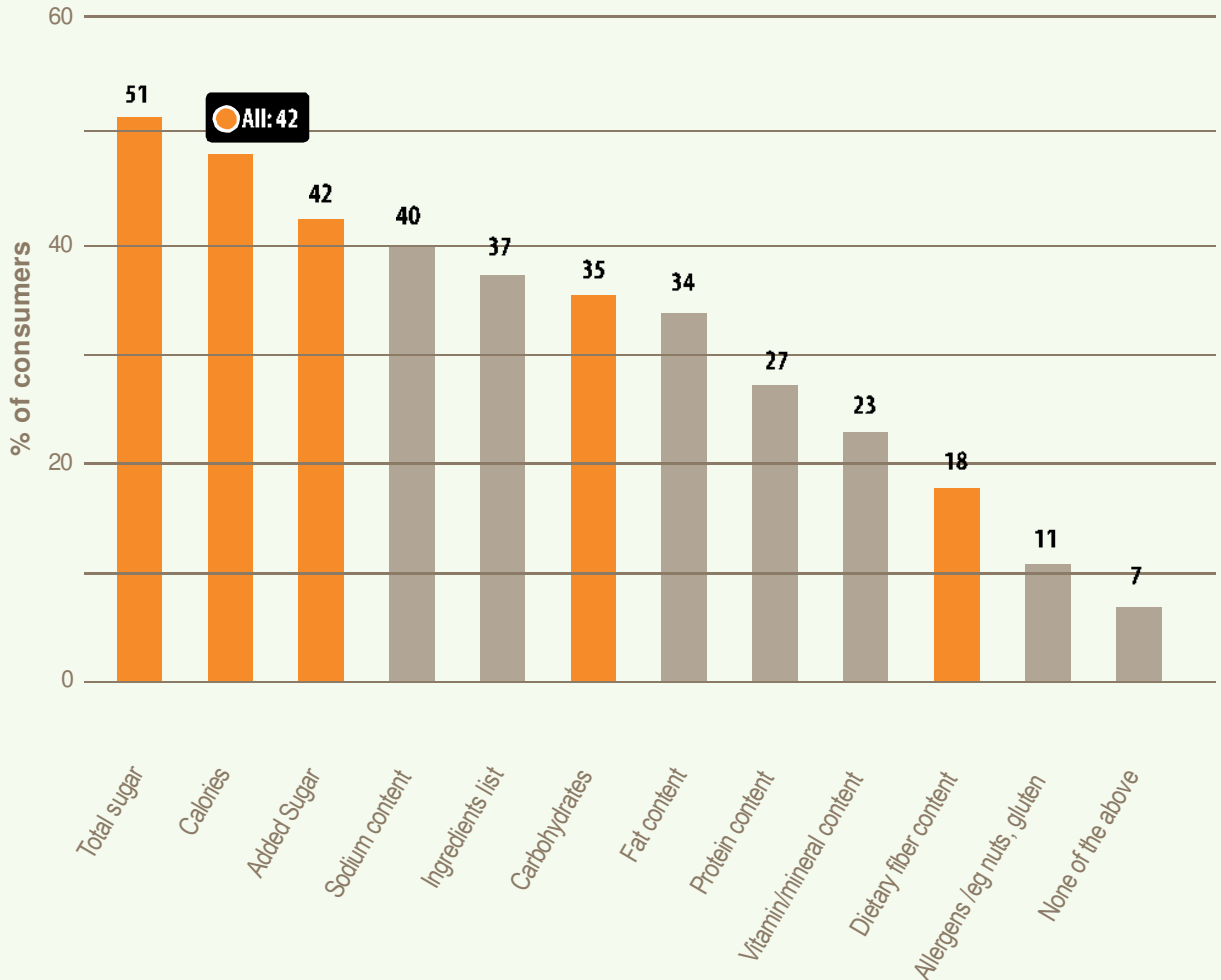
Source: Mintel Global New Products Database (GNPD)





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US: attributes reviewed/considered when selecting a new food/drink product, 2021



Sugar and calories are more of a focus for consumers than carbs and fiber

Base: US: 1,879 internet users aged 18+ who read nutrition labels Source: Kantar Profiles/Mintel, Sept 2021



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Source: Mintel Global New Products Database (GNPD)





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Patent insights: cardiovascular health

Although overt heart health claims are uncommon in food, drink and supplements (most common in cereals, fats and supplement categories), 'regular' nutritional attributes such as those linked to salt, fiber and saturated fat are also linked to the heart.

Patent publications show a steady increase in cardiovascular health patents. Key areas include natural, botanical ingredients that support heart health, the link between the gut microbiome and the heart, and nutritional attributes such as fiber, fat and salt.

Nestlé is the leading organization holding a large number of patents.



High-fiber diets can play a protective role in cardiovascular disease

DIETARY FIBER COMPOSITION

A pending patent by Inovobiologic describes a dietary composition comprising a mixture of fiber (glucomannan, xanthan gum and alginate) and psyllium used to promote weight loss, to reduce blood cholesterol and blood glucose level.

This granulated food composition showed significant body weight-management effects, and the effect of lowering blood cholesterol and glucose level.

HEALTH-BENEFITING NUTRITION

Uplifting Results Labs filed a patent comprising proteins (dairy and plant-based proteins) and fiber (green banana resistant starch, maize resistant starch, oat beta-glucan and corn resistant dextrin) as a healthy daily nutrition formulation for people with diabetes, obesity, menopause or cardiovascular disease. The formulation is particularly able to reduce blood sugar levels

Source: Cipher/Mintel



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Source: Mintel Global New Products Database (GNPD)





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Toasted Oat Bakehouse Cherry Streusel Soft Granola is made with organic coconut oil with healthy MCT fatty acids said to be known to improve cholesterol and boost heart health



Elevation Lemon Raspberry Pure & Simple Bar is naturally flavored, and said to be carefully crafted with high-quality ingredients that provide a good source of fiber and low sodium.



You Love Fruit Mangoes A-Go-Go This children-oriented and vegan product is kosher certified, and provides 2g of fiber

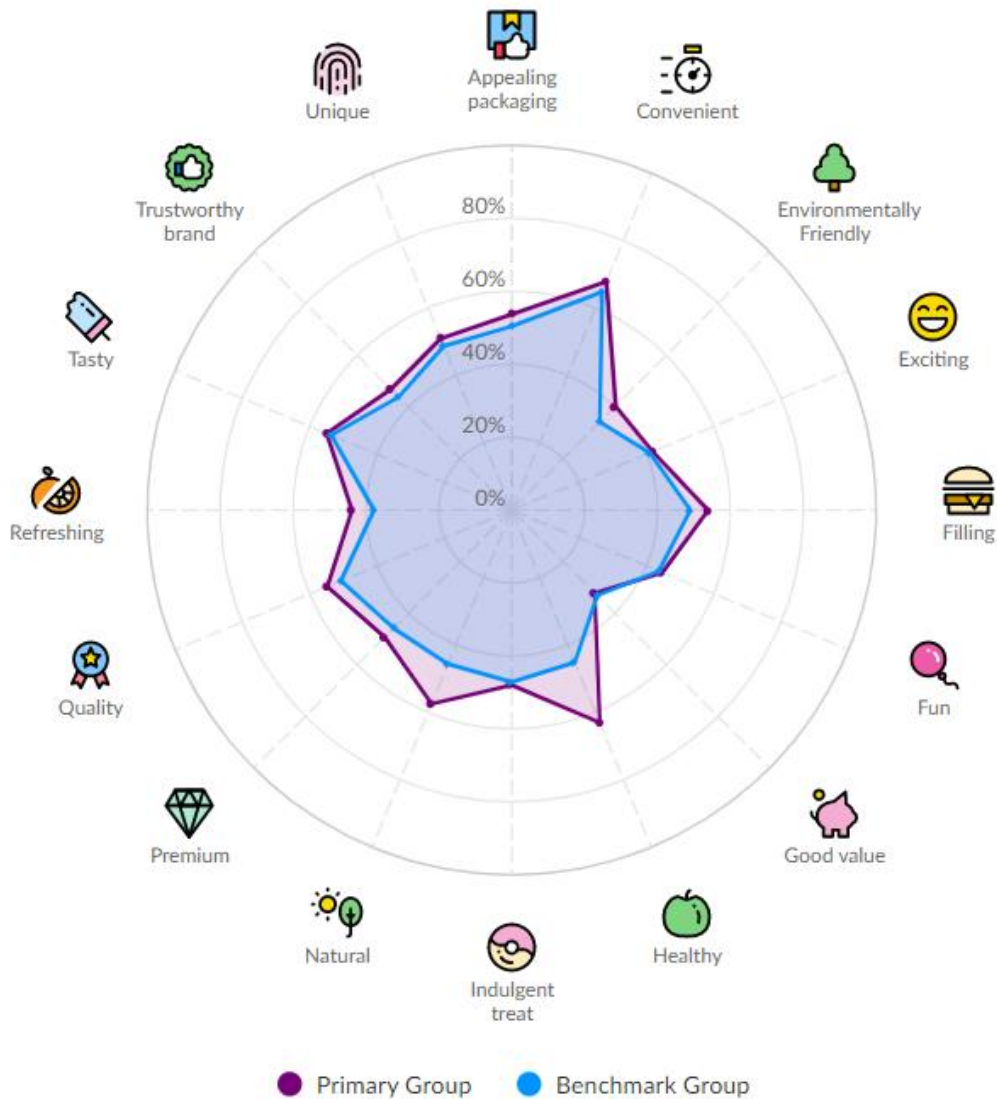




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Consumer perceptions: High/Added Fiber products

Consumers in the primary group (purple) consider products that have a high/added fiber claims hold higher attribute scores across all of Mintel's 16 attribute considerations (benchmark group speaks to products that do not hold a fiber claim)



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Source: Mintel Global New Products Database (GNPD)

