

Fabulous Fibre

Increased production of processed foods and changing lifestyles has led to a sizeable shift in dietary patterns. This shift has decreased the amount of fibre people consume, creating a significant gap between the recommended daily intake, and actual intake.

Food and beverage manufacturers are amping up their fibre game to help bridge the this gap.

Adequate intake of fibre across ANZ is 25g/day for females, and 30g/day for males. Many eat less than half. (NZ Nutrition Foundation Org)

59% of US adults claim to seek out fibre in food and drink products. (2023, Mintel)

Oat Fibre is an emerging fibre to watch. (2023, Mintel)

Of all food & drink launches with high/added fibre claim, only 6% contained insoluble fibre, compared to 17% with soluble fibre. (2018-2022, Mintel)



On the Shelves



Vow Nutrition White Chocolate Crunch Protein Cluster is high in protein and fibre, with 6.2g per 100g. (UK)



OSM Kids Vanilla Confetti Bars are packed with a good source of fibre (15.8g/100g) courtesy of chicory root fibre and acacia gum. (NZ)



Koia Protein Chocolate Banana Plant Based Shake delivers 6g of fibre per serve mostly thanks to banana, almond, and their prebiotic fibre blend. (USA)



Sainsbury's Plant Pioneers have used Pea Fibre in their Southern Fried No Chicken Burgers for a high fibre claim. (UK)



On the Shelves



Movenpick #Sensations Cold Brew use a combo of tapioca & rice starch with citrus fibre to replace artificial emulsifiers in their ice cream. (Switzerland)



Yfood Smooth Vanilla Balanced Drink contains soluble corn fibre and gluten-free oat fibre to boost their nutritionals. (UK)



Good Fibrations puts gut health at the fore of their new gut bars, contributing "1/3 of your daily fibre fix". Contains a mix of fibre-rich ingredients. (UK)



Bobby Ginger Beer Flavour Prebiotic Soft Drink contains prebiotic fibre to 'make the gut happy'. (AU)

Insights

There is a genuine need to help consumers close the 'fibre gap'. However, manufacturers will need to educate consumers about fibre and how it impacts health. As well as this, fibre-focused innovations in unexpected categories like carbonated soft drinks or confectionery are predicted to perform well in the future.

We know fibre is good for us, we know brands are fortifying with fibre, but which type of fibre is best? The answer to this question will ultimately depend on what application you are working on, and what you're trying to achieve.



HW Hawkins Watts Offerings

- ✓ Dietary Fibre (soluble & insoluble)
- ✓ Functional Fibre (apple, citrus, oat & more)
- ✓ Prebiotic Fibre



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Please contact Hawkins Watts for more information

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