

20 TREND INSIGHT 17 REPORT



SEEK AND AVOID: SOUGHT AFTER WITH EVERY FIBER OF THEIR BEING

“Seek and Avoid is the New M.O.” is one of the seven consumer trends we are exploring this year, one that we believe will define what’s next with clean. Going clean is a conscious decision for many consumers, requiring a lot of study for successful shopping and food prep. But hand-in-hand with clean eating is consumer avoidance of negative ingredients (sugar is one example) and seeking healthy and nutritious ingredients. What ingredients do consumers seek out, as additions to their diet? Would it surprise you to know that the #1 ingredient 47% of consumers look to add is fiber?¹

More and more, developers are faced with creating great-tasting functional foods featuring ingredients consumers want (like fiber) and excluding the ones they don’t (like sugar). This challenge is an opportunity in disguise, as 61% of consumers want to find fiber in their healthy food choices.² Are you in a bind to create fiber rich applications? Read on for some fiber trend info that’ll inspire innovation.



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FIBER AND HEALTH / THE 411:

Soluble and insoluble are the two types of fiber.

Soluble fiber soaks up water in your digestive system and sometimes acts as food for good gut bacteria. Certain soluble fibers even work to lower the bad cholesterol (LDL), making the heart extra happy.

Insoluble fiber does not dissolve in water, and it aids in digestion and satiety.

Fiber can help control blood sugar levels.

In a recent study, researchers discovered mice given a high fiber diet were protected from Type 1 or early onset diabetes compared to those bred to have the condition.³

In the U.S., about half of new products claim high fiber, topping all other claims.

The largest number of new products claiming fiber were in 2015 and 2016, with an average of 62%.⁴





CONSUMERS AND FIBER: THE TIES THAT BIND

To understand all we could about consumers and fiber, FONA conducted our own nationwide consumer study. Here's what we uncovered.

52%

of women seek fiber in their diets, compared to 48% of men⁵

29%

of 25-34 year olds are looking to boost fiber⁶

50%

of consumers eat the majority of their fiber during breakfast⁷

58%

of men seek fiber as part of a daily balanced diet vs 30% of women⁸

10%

growth from 2005-2016 in the number of consumers searching for fiber content on a label⁹



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FIBER FUTURES

Fifty percent of consumers seek more fiber, often encouraged by their doctors who believe it's key to improving long term health.¹⁰ Whether this influence is driving the fiber bus or it's something else entirely, it's clear that fiber is at the brink of something big.

The Label Tells the Story:

Like sugar, fiber is being examined by the FDA, especially the way it's portrayed on product labels. Fiber is now defined by the FDA as the sum of dietary fiber and added fiber (also referred to as functional fiber). Additionally, the FDA has increased the DRV from 25g to 28g per day. Look for this change to alter how manufacturers make claims like "high in fiber" or a "good source of fiber."¹¹

High-Tech Fibers:

Big brand companies like Kellogg's and smaller high tech startups are exploring fibers. Kellogg's has filed a patent for a micropowder made of nutrient dense bran fiber that will make it easier for manufacturers to add fiber to products without increasing format size or bulk.¹² Chitosan, derived from shrimp and other crustacean shells, is another designer fiber that is atypical from plant sourced fibers and is being combined with konjac glucomannan to increase satiety in low fat ice creams and soups.¹³

Eat Fiber, Live Longer?

A recent study conducted by scientists from the Westmead Institute looked at older adults and concluded that diets high in fiber lead to healthier lives in the long run. The adults with high fiber diets had almost an 80% greater likelihood of living healthier, longer lives after a 10-year follow-up and were less likely to suffer from threatening diseases like hypertension, diabetes, dementia, depression and functional disability.¹⁴



FIBER-TASTIC OPPORTUNITIES

Include Inulin

Also known as chicory root fiber, inulin ingredients have huge potential especially in the snack and beverage sectors. Inulin is famous for its prebiotic properties the benefits of which consumers are slowly learning. An extra bonus of chicory root fiber is its ability to provide sweetness to applications allowing consumers to have their fiber and avoid sugar at the same time. Inulin ingredients do not currently qualify for the FDA's added sugar definition on product labels making them great ingredients manufacturers can use to remove sugar while adding fiber. The FDA is presently considering a petition for chicory root fiber to qualify as a dietary fiber.¹⁵ Also, chicory root fiber is easy to pronounce and has a down to earth relatability that consumers will appreciate.

Bubbly Fiber

Coca-Cola isn't typically associated with fiber but the iconic brand recently launched a fiber rich version of their benchmark soda in Japan. The drink, which includes 5 grams of fiber, took 10 years to develop. Japanese consumers can expect a Canada Dry option as well. This new product will help answer the question if consumers want healthy ingredients like fiber in traditionally unhealthy applications. If the answer is a clear yes, expect others to follow.¹⁶

Fiber School

Call it education or call it marketing, but either way, consumers need to be educated on all that is going on with fiber. Consumers traditionally associate whole grains with fiber but it is clear that the roles of different kinds of fiber (soluble/insoluble) and discovery of new fiber alternatives require identification and education to gain acceptance.

Target Millennial/Male Consumers

Men are interested in fiber and view it as an easy path to health. In addition, older Millennial consumers also fall into the fiber seeking group. Using technology and social media to educate along with more masculine marketing for the male consumer removing the feminine association with diet foods are all tactics to access these consumer groups.

The discovery of new fiber alternatives require education to gain acceptance



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FULL UP ON FIBER



ProYo
This delicious low fat ice cream with 10 grams of protein and 120 calories per serving. Contains the prebiotic fiber, inulin, which keeps the sugar content low and offers 3 grams of fiber.



Snowcrest Boom!
AntiOx Boost Smoothie Fast Pack: comprised of strawberries, raspberries, dark sweet pitted cherries, spinach, and bananas. It is prepared with only 100% fresh frozen pre-mixed fruits and veggies with no added sugar or preservatives. Claims include being an excellent source of Vitamins A and C, a source of iron and a very high source of fiber.



Jicachips Chili Lime
Flavored Jicama Chips
Crispy and crunchy chips made from real jicama slices. The chips have been baked not fried, have been flavored using olive oil and gourmet spices, and contain 30% fewer calories, five times more fiber and 80% less fat than leading potato chips.



Path of Life
Garbanzos & Lentils
with Garlic, Olive Oil and Basil
Microwavable, easy side dish is free of GMO, gluten and anything artificial and is said to be read to eat in four minutes. Also, said to be an excellent source of fiber and iron.



Vitalia Multigrain Muesli with Tropical Fruits
This product is high in fiber, is a good source of iron and magnesium and is a good source of omega-3 polyunsaturated fats.

ARE YOU STRUGGLING TO DELIVER THE TASTE PROFILE YOU WANT WITH THE FIBER LEVELS YOUR TARGET CONSUMERS EXPECT?

FONA understands how to mesh the complexities of flavor and the challenges of working with fiber in different applications. We'll consider your technical, regulatory and, most importantly, taste requirements to deliver a complete flavor solution. Add to this FONA's portfolio of taste modifiers and you've got one great solution for your fiber challenges.

We're more than just great flavors — we deliver complete market solutions. Your priorities are our priorities. Your challenges are our challenges. Let's talk.

**Contact our Sales Service Department at 630.578.8600
to request a flavor sample or visit www.fona.com.**

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