

# MARKETING ASPECTS OF FIBER INGREDIENTS

Science Market Regulation

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# Technical & Competitive Scanning – Regulations – Manufacturers

This comprehensive report is based on in-depth interviews with food companies completed by a desk review. It provides for DECISION MAKERS a global understanding of the sector as well as an outlook on its future.

## MARKET ANALYSIS

- New trends and perspectives
- Sales by country and ingredient category
- Production volumes by country
- Suppliers
- Users



## APPLICATIONS

- Food industry
- Functional food
- Food supplements



## COUNTRIES COVERED

- North America
- Western Europe
- Asia
- Australia – New Zealand



## INGREDIENTS COVERED

- Soluble Fibers
- Insoluble Fibers



## OBJECTIVES

### MARKET

**Food consumption trends and expectations**

**Consumer market trends by food segments**

**Prospective**

### MANUFACTURERS

**Food industry orientations**

**Applications in food segments**

**Consumption**

### RESEARCH

**New researches and new developments**

## INTRODUCTION

Over the past decades, there has been an increased focus on the quality and health benefits of foods. Functional foods are one of the fastest-growing segments of the food industry. These products include essential nutrients that often go beyond the initial purpose of fostering normal growth and development.

Besides health benefits, food industries are also looking for improving the technical properties of foods. The texture and appearance of foods are often important factors for the end consumer in deciding on the freshness, the harmlessness and the quality of products.

Dietary fiber can be considered as functional food when it imparts a special function to that food aside from the normal expected function and similarly when the dietary fiber is used as an additive to foods.

Clinical studies on various types of fibers done in many universities and accredited research institutions continue to show that fibers have many health benefits. For example, dietary fiber contributes to colonic health, bifidobacterial or lactobacillus stimulation in the gut, etc.

This present report analyzes the market and particularly food manufacturers requirements in their use of soluble and insoluble fibers.

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## INTRODUCTION

### DEFINITION

**Dietary fiber** is the indigestible portion of plant foods having two main components:

**Soluble** fiber that is readily fermented in the colon into gases and physiologically active byproducts, and

**Insoluble** fiber that is metabolically inert, absorbing water throughout the digestive tract and easing transit.

The Insoluble fiber market is mainly composed of vegetable or cellulose derivatives while the soluble fiber market is essentially Fos in Europe or polydextrose in the US.

### FUNCTIONS & BENEFITS

Functions	Benefits
Adds bulk to your diet, making you feel full faster	May reduce appetite
Attracts water and turns to gel during digestion, trapping carbohydrates and slowing absorption of glucose	Lowers variance in blood sugar levels
Lowers total and LDL cholesterol	Reduces risk of heart disease
Regulates blood sugar	May reduce onset risk or symptoms of metabolic syndrome and diabetes
Speeds the passage of foods through the digestive system	Facilitates regularity
Adds bulk to the stool	Alleviates constipation
Balances intestinal pH and stimulates intestinal fermentation production of short-chain fatty acids	May reduce risk of colorectal cancer

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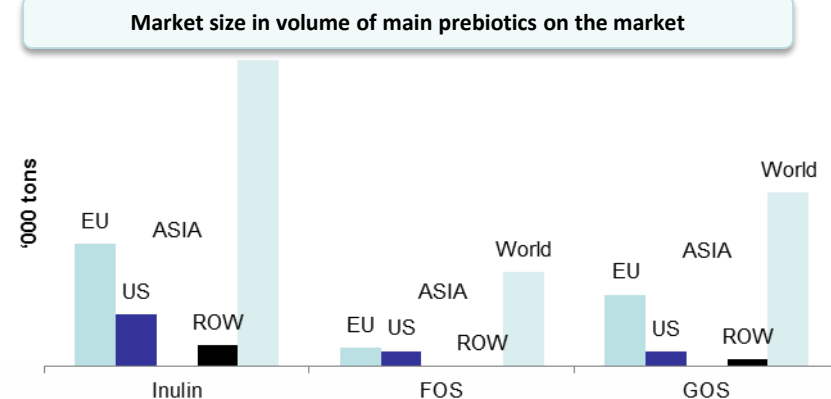
Consumption

### RESEARCH

New researches and new developments

## MARKET ANALYSIS

- ❑ The global dietary fiber and prebiotic demand was estimated at approx. xxx,000 MTons in 2015 (USD x.x bn) and is expected to grow at a CAGR around xx% to reach USD x Billion by 2020.
- ❑ Market application is segmented into food and beverages, dietary supplements and animal feed. Food & beverages hold a significant share (xx%) followed by dietary supplements (xx%) and animal feed (x%).
- ❑ The rapid rise in demand for fibers and prebiotics put manufacturers under pressure to identify new, better functioning sources of fiber.
- ❑ The major drivers for prebiotics global market growth are :
  - The ever-growing ageing population
  - Growing consumption by the supplement segment
  - The advantage provided by its low cost
  - Growing consumer perception about health benefits of fibers.



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