



Consumer interest in gut health and dietary fiber is evolving

Fiber is the number-one nutrient consumers want to increase in their diet.¹ Based on emerging science linking gut health to mood, energy and immune function, interest in this nutritional powerhouse is expected to remain strong.

Many consumers are hoping to boost their digestive health – increasing regularity and reducing gas, bloating or other gastrointestinal symptoms – by boosting their dietary fiber intake. Some are hoping to manage cholesterol levels. Whatever the reason, one fact is clear: Interest in fiber-rich products is brisk, with the global digestive health market expected to hit \$57 billion USD by 2025, at a CAGR of 7.3%.²

Most Americans need more fiber

Most Americans consume less than 50 percent of the daily recommendation for dietary fiber. According to the Institute of Medicine, adequate daily fiber intake is 25 to 28 grams per day; however, most Americans get fewer than 15 grams.³ One result of this “fiber gap” is a significant reduction in the diversity of the gut microbiome, which may lead to health disorders.⁴

There are two different types of fiber, insoluble and soluble.

- **Insoluble fiber** is what your grandparents referred to as “roughage.” It doesn’t dissolve in water, passes through the body undigested and adds bulk to stool (contributing 0 kcal/g fiber).
- **Soluble fiber** dissolves in water, creating a gel. This fiber helps maintain healthy serum cholesterol levels and also serves as a prebiotic, meaning it supports gut microbiome health (contributing 2 kcal/g fiber).

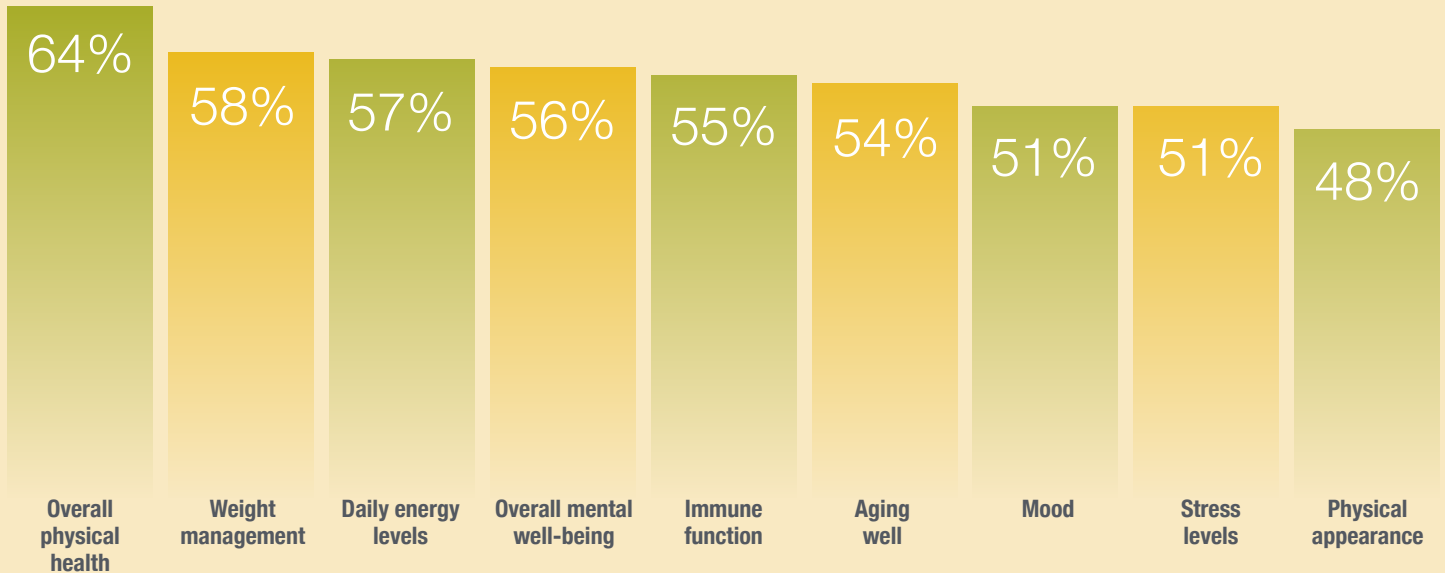
One in three U.S. consumers is extremely or very interested in the gut microbiome

Adults aged 18 to 39 and households with kids are most interested. Many of these consumers believe their digestive health influences their overall health, as well.⁷

Prebiotics are different from probiotics

Probiotics are microorganisms that support health. *Prebiotics* act as food for these beneficial bacteria. Carbohydrates such as fructooligosaccharides and galactooligosaccharides are prebiotics. Both of these are found in foods such as chicory root fiber, as well as asparagus, leeks and garlic. The prebiotics market is predicted to reach \$7.11 billion by 2024.⁵ There is also growing interest in *postbiotics*, or the biochemical compounds created from gut fermentation, and their role in overall health.⁶

Percent who think digestive health plays an extremely or very important role in a specific health area⁷



Fiber-rich products are a growth opportunity for formulators

Consumers are realizing that they need a variety of wholesome foods to cultivate a diverse and healthy gut flora... so formulators should be open to fortifying products with good-for-the-gut ingredients.

Cargill’s Oliggo-Fiber® chicory root fiber is a naturally* sourced soluble fiber. It’s been shown to be an effective prebiotic, stimulating bifidobacteria –

a beneficial bacteria strain in the gastrointestinal tract – at a dosage of just five grams per day.

Oliggo-Fiber chicory root fiber can boost fiber content in bars, bakery items, cereals, snacks, dairy products and beverages.

This non-GMO** ingredient can also support sugar reduction goals in a variety of applications, and acts as a fat mimetic, adding body, mouthfeel and richness – with fewer calories than fat.

* FDA has not defined natural. Contact Cargill for source and processing information

** There is no single definition of “non-GMO” in the USA. Contact Cargill for source and processing information.

References

- 1 The International Food Information Council (IFIC) Foundation’s 2019 Food and Health Survey. <https://foodinsight.org/wp-content/uploads/2019/05/IFIC-Foundation-2019-Food-and-Health-Report-FINAL.pdf>
- 2 Grandview Research. “Digestive Health Products Market Size Worth \$57.54 Billion By 2025.” <https://www.grandviewresearch.com/press-release/global-digestive-health-products-market>
- 3 USDA. “The Food Supply and Dietary Fiber: Its Availability and Effect on Health.” https://www.cnpp.usda.gov/sites/default/files/nutrition_insights_uploads/Insight36.pdf
- 4 Han, M; Wang, C; Liu, P; Li, D; Li, Y; Ma, X. “Dietary Fiber Gap and Host Gut Microbiota.” May 10, 2017. <https://www.ncbi.nlm.nih.gov/pubmed/28219317>
- 5 Grand View Research. “Prebiotics Market Projected to Reach \$7.11 Billion by 2024.” <http://www.grandviewresearch.com/pressrelease/global-prebiotics-market>
- 6 Wegh, CAM; Geerlings, SY; Knol, J; Roeselers, G; Belzer, C. “Postbiotics and Their Potential Applications in Early Life Nutrition and Beyond.” International Journal of Molecular Sciences. Sept. 20, 2019. <https://www.ncbi.nlm.nih.gov/pubmed/31547172>
- 7 HealthFocus 2019 U.S. Consumer Trends Survey. <https://www.healthfocus.com/2019-us-trend-study/>

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