

A photograph of two women sitting on a red boat. The woman on the left has curly hair, wears sunglasses and a pink shirt, and is drinking from a red bottle. The woman on the right has blonde hair, wears a white tank top, and is also drinking from a red bottle. The background shows the ocean and a bright sky.

Fibersol®

2026

**FIBER TRENDS**

**FIBER IN DEMAND:  
NEW FIBER-FORWARD OPPORTUNITIES**



**TWO IN FIVE U.S. CONSUMERS ARE HIGHLY INTERESTED IN FIBER INGREDIENTS, WITH FIBER RANKING AS THE #2 FUNCTIONAL INGREDIENT OF INTEREST.<sup>1</sup>**

## WELCOME TO THE SECOND EDITION OF OUR *FIBER TREND REPORT*.

From **Fiber as Prebiotic Heroes** and **Gut Health Insights Go Mainstream** to **Fiber-Full Formats**, **Fiber Power for Weight Management** and **Fiber Up = Sugar Down**, last year's fiber trends still hold true, but many have evolved, reflecting growing consumer interest and knowledge of dietary fiber.

With fiber playing a central role in overall health and nutrition, there will always be opportunity for adding fiber to your formulations. But understanding consumer behaviors and preferences is critical to finding success with your fiber-full products.

Fibersol® is ideally positioned to help you in your product development endeavors. With over 30 years of clinical research and 100+ published studies, Fibersol® is the science-backed, nutrition-forward and formulation-friendly ingredient you need.

We hope you find this updated trend report both insightful and actionable as you continue to create products that exceed consumers' fiber expectations.

— **GRETCHEN KARCHER**  
TECHNICAL SERVICE REPRESENTATIVE (FIBER), ADM

**Fibersol**®

A photograph of three women jogging on a path covered in fallen autumn leaves. The woman in the foreground is wearing a white and grey long-sleeved top and dark leggings with white stripes. She is laughing and looking upwards. Behind her, another woman in a light pink top and teal leggings is also jogging. To the left, a third woman in a bright orange jacket and black leggings is jogging. The background shows trees with yellow and orange leaves, suggesting an autumn setting. The image is overlaid with a large, semi-transparent green circle on the right side, and a large green arrow points from the text towards the right edge of the frame.

# GLP-1'S TRANSFORMATIVE EFFECT

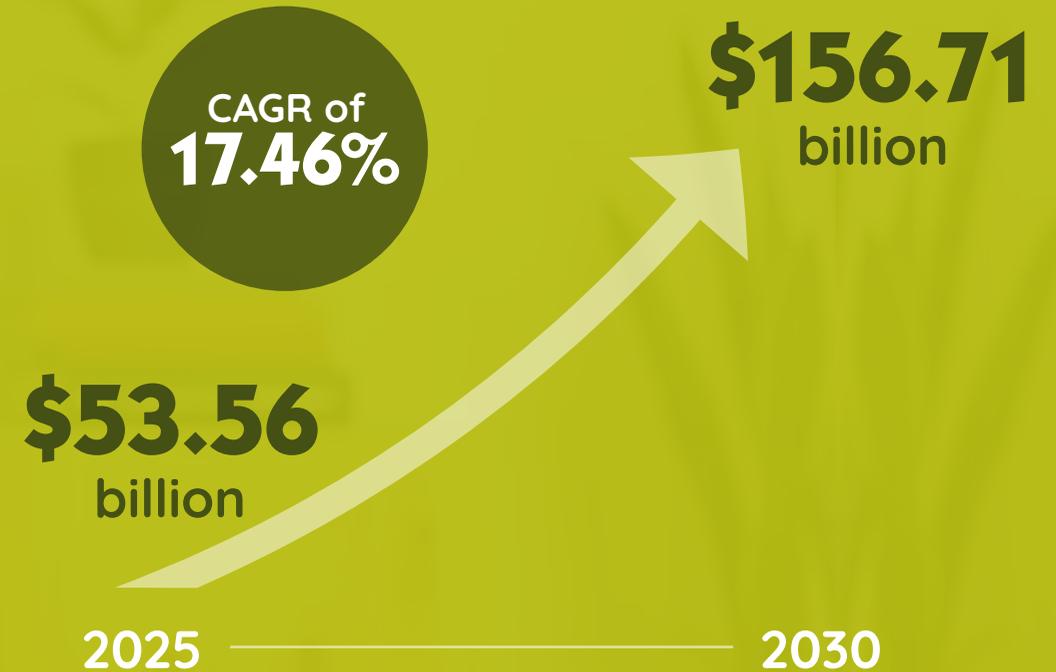


Not only are GLP-1s impacting the weight management category, but also the landscape of foods and beverages.

GLP-1'S TRANSFORMATIVE EFFECT

## GLP-1s Shaping **HOW AND WHAT CONSUMERS EAT**

Any discussion around weight management today likely includes some mention of GLP-1. The global GLP-1 receptor agonist market size was estimated at U.S. \$53.46 billion in 2024 and is projected to reach U.S. \$156.71 billion by 2030, growing at a CAGR of 17.46% from 2025 to 2030. North America accounted for 77.72% of revenue share in 2024.<sup>2</sup>



Fibersol<sup>®</sup>



For formulators, look for versatile dietary fiber ingredients that can easily create high-fiber, reduced sugar and smaller portion sizes without negative effects on the product or the consumer's digestive system.

GLP-1'S TRANSFORMATIVE EFFECT

## NEW OPPORTUNITIES

GLP-1s are reshaping consumer dietary habits and creating a consumer segment with a specific need for nutrient-dense, high-fiber, high-protein products. The social media posts of U.S. consumers on GLP-1 drugs show that consumers have fewer cravings, want smaller portion sizes and are less interested in indulgent food and drink products.<sup>3</sup> Their dietary habits are affecting all market segments and creating new product development opportunities to meet consumer demands.

- Frozen meals, snacks and beverages are popping up on shelves marketed as GLP-1 friendly.
- Snacks that are high in sugar are less desirable.<sup>3</sup>
- Alcoholic beverages have lowered interest among GLP-1 users.<sup>3</sup>

## NEW SUBCATEGORIES

New consumer categories are evolving related to GLP-1 side effects and the desirable characteristics of GLP-1-friendly foods.

Side effects, particularly digestive discomfort, are common in GLP-1 users. Opportunities exist for brands to develop products that help alleviate side effects.<sup>4</sup>

GLP-1 foods are also affecting buying behaviors of those not taking these drugs, but interested in these foods because of their high fiber and protein content and small portion sizes.

- While 12% of consumers say they are currently taking a prescribed medication to curb cravings, 43% say food intended to help this population can help the average person.<sup>5</sup>
- Even if GLP-1-friendly products are not labeled as such, they are calling out high-fiber or high-protein content.

## THE GLP-1 EFFECT

According to Innova Market Insights, the U.S. market presents several opportunities to support GLP-1 users.<sup>3</sup>

- Science-based ingredients that boost satiety naturally such as proteins, prebiotic fiber and certain fats may appeal to U.S. consumers trying to lose weight with or without GLP-1 medications. Food and beverage brands may work with pharma to create meals, foods and beverages for U.S. consumers on GLP-1 drugs.
- Expect more supplements that work with GLP-1 drugs to support metabolism, balance blood sugar and improve digestive health. Other supplements may include natural ingredients that enhance GLP-1 production.



# GLP-1 SATIETY SHOT

[VIEW FULL CASE STUDY](#)

This delicious blue raspberry wellness shot is your new secret to feeling fuller, longer...naturally. Packed with 10g of clinically studied Fibersol®, a prebiotic fiber known to support satiety, this refreshing shot helps curb hunger and keep you on track between meals. Whether you're transitioning off a GLP-1 medication or just looking for smarter appetite support, this formula is designed to help you feel satisfied without the crash or cravings.

Made with natural flavors and colors, this convenient, great-tasting shot fits seamlessly into your daily routine. No pills, no powders, just real science-backed support in every sip.

<b>Nutrition Facts</b>	
<b>Serving size</b>	<b>1 (62g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>40</b>
	<small>% Daily Value*</small>
<b>Total Carbohydrate</b>	<b>6%</b>
Dietary Fiber 10g	<b>39%</b>
Total Sugars 4g	
<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

## HERO INGREDIENTS:

- Fibersol® -2

## OTHER ADM INGREDIENTS:

- Natural Flavors
- Natural Colors

## FLAVOR:

- Blue Raspberry

## BENEFITS:

- High Fiber
- Satiety
- Gut Health Support
- Prebiotic
- Convenient

This communication is intended for B2B concept use and no statements are meant to be perceived as approved by regulatory authorities.

# FIBERMAXXING





More than  
90% of women  
and 97% of men  
do not meet  
recommended  
intakes for  
dietary fiber.<sup>6</sup>

## SOCIAL MEDIA'S INFLUENCE

**Are you fibermaxxing?** This TikTok-fueled movement encourages consumers to increase their daily fiber intake by posting videos eating fiber-rich foods and supplements. Tagged with **#fibermaxxing**, posts show influencers eating, cooking and sharing fiber-rich foods, recipes and ingredients.

Why the interest in fiber? Americans still fall short of meeting the recommended dietary fiber intake, and **#fibermaxxing** is calling this out, as well as drawing attention to fiber's benefits for digestion, weight management, satiety and gut health.

## POSITIONING FIBER

On the heels of fibermaxxing is the idea that fiber is the new protein or protein's partner. Fiber is being incorporated into protein-focused meal products in the U.S. to address wellness perceptions among consumers, particularly those using GLP-1 medications.<sup>7</sup>

Expect to see fiber follow protein's path as the next "must-have" nutrient in better-for-you products. Fiber addresses broader health concerns that protein cannot, including digestive health and blood sugar management.<sup>8</sup>

Mintel suggests that for fiber to achieve mainstream success, brands must:<sup>8</sup>

- **Promote relevant benefits**—Move beyond digestive regularity to highlight satiety and gut health.
- **Choose appropriate categories**—Breakfast foods and snacks offer the most logical starting points for more fiber.
- **Select suitable ingredients**—Connect fiber sources to their plant origins to strengthen appeal and transparency.



# POWER PACKED APPLE CINNAMON BITES

Introducing a snack that checks every box: high in fiber and protein, low in sugar and bursting with flavor and texture. Crafted with Fibersol®-2L for that sought-after satiety claim and ADM's SweetRight™ sucralose and maltitol for balanced sweetness, these yogurt-covered bites deliver soft, velvety texture and the delicious taste consumers crave—perfect for a midday power-up.



[VIEW FULL CASE STUDY](#)

Nutrition Facts	
serving per container	
<b>Serving size</b>	2 bites (60g)
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>190</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 4.5g	<b>6%</b>
Saturated Fat 3g	<b>16%</b>
Trans Fat 0g	
<b>Cholesterol</b> 5mg	<b>2%</b>
<b>Sodium</b> 180mg	<b>8%</b>
<b>Total Carbohydrate</b> 27g	<b>10%</b>
Dietary Fiber 10g	<b>36%</b>
Total Sugars 1g	
Includes 1g Added Sugars	<b>2%</b>
Sugar Alcohol 14g	
<b>Protein</b> 20g	
Vitamin D 0mcg	0%
Calcium 90mg	6%
Iron 0mg	0%
Potassium 0mg	0%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## POTENTIAL FRONT-OF-PACK LABEL CLAIMS:

- 10g Excellent Source of Dietary Fiber\*‡
- 20g High Protein
- Just 1g Added Sugars
- May Delay Hunger and Increase Satiety†‡

## 10G OF FIBERSOL® WITH A MEAL:†‡

- May Delay Hunger†
- May Stimulate Appetite-regulating Hormones†
- May Increase GLP-1 as a Part of a Normal Physiological Response in Healthy Individuals†

**INGREDIENTS:** FIBERSOL®-2L (SOLUBLE CORN FIBER),\*\* MILK PROTEIN ISOLATE, MALTITOL YOGURT COATING (MALTITOL, PALM KERNEL OIL, YOGURT POWDER (CULTURED WHEY PROTEIN CONCENTRATE AND CULTURES SKIM MILK), NONFAT DRY MILK SOLIDS, WHOLE MILK SOLIDS, SOY LECITHIN (AN EMULSIFIER), SALT, AND NATURAL FLAVOR), WHEY PROTEIN ISOLATE, GLYCERIN,\*\* DRY ROASTED ALMOND BUTTER,\*\* WHEY CRISPS (WHEY PROTEIN ISOLATE, WHEY PROTEIN CONCENTRATE, TAPIOCA STARCH, CALCIUM CARBONATE, SUNFLOWER LECITHIN (AS PROCESSING AID)), NATURAL FLAVOR,\*\* APPLE, SALT, GROUND CINNAMON, SUCRALOSE.\*\*

\*\*ADM BRANDED INGREDIENT

Allergen Statement - Contains: Milk, Tree Nut, Soy

† Ye, Z. (2015) Nutr Res. 35(5):393-400. Fernandez-Raudales, D. (2018) J FNS. 9(6):751-62.

‡These statements are based on U.S. law. Customers are responsible for assuring that claims and labeling information on their finished products meet all applicable standards, laws and regulations where their products are sold. This communication is intended for B2B use and no statements are meant to be perceived as approved by regulatory authorities. Local regulations must be reviewed to confirm permissibility of ingredients and claims for each food category.

# THE NEW CARBONATED SOFT DRINK



## WELLNESS IN EVERY SIP

Modern soda or “better-for-you” carbonated beverages are redefining the soda market by offering functional benefits and ingredients. Now a \$1.8 billion category in the U.S., modern soda has achieved an 83% year-over-year dollar sales increase, fueled by consumer demand for functional, better-for-you alternatives. With a buyer base that is younger, more diverse and more affluent than traditional soft drink consumers, modern soda has carved out a distinct space in the market.<sup>9</sup>

### TODAY'S BETTER-FOR-YOU SODAS<sup>9</sup>

- Modern sodas are carving out unique moments, such as gut health routines and low-calorie indulgences, that differentiate them from traditional soda usage.
- Brands that highlight benefits like probiotics, natural ingredients and low/no sugar are capturing underserved consumer needs and generating incremental demand.
- Buyers of modern soda are moving away from traditional carbonated drinks, opting for better-for-you beverages like kombucha, sparkling water and plant-based alternatives.





**52%**

of U.S. consumers who drank any carbonated soft drink (CSD) agreed that CSDs made with added functional benefits are healthier.<sup>10</sup>

THE NEW CARBONATED SOFT DRINK

## PREBIOTIC DIETARY FIBER FOR THE WIN FIBER FOR FUNCTIONAL CARBONATED BEVERAGES

Functional carbonated beverages are becoming a major vehicle for prebiotics.<sup>1</sup> Prebiotic dietary fibers are well suited for this new category as they address gut health. Fibersol<sup>®</sup>, with science-backed prebiotic benefits, is an ideal ingredient for better-for-you sodas as it offers nutritional benefits as well as versatility, functionality and sugar reduction capabilities.

Fibersol<sup>®</sup>

# CRANBERRY LIMEADE PREBIOTIC SPARKLING WATER

Crafting a refreshing sparkling water with prebiotic fiber, Fibersol® balances sweetness without the aftertaste of high-intensity sweeteners and delivers a smooth, enjoyable texture. With gut-friendly properties and a delicious, well-rounded flavor, this beverage is ideal for daily enjoyment and can easily support “prebiotic fiber” and “gut health” claims.

[VIEW FULL CASE STUDY](#)



## Nutrition Facts

servings per container	
<b>Serving size</b>	<b>8fl oz (237g)</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>10</b>
	% Daily Value*
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 0mg	<b>0%</b>
<b>Total Carbohydrate</b> 5g	<b>2%</b>
Dietary Fiber 4g	<b>14%</b>
Total Sugars 0g	
Includes 0g Added Sugars	<b>0%</b>
<b>Protein</b> 0g	
Vitamin D 0mcg	<b>0%</b>
Calcium 0mg	<b>0%</b>
Iron 0mg	<b>0%</b>
Potassium 0mg	<b>0%</b>

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

### POTENTIAL FRONT-OF-PACK LABEL CLAIMS:

- 10 Calories
- Well-rounded Delicious Flavor
- 4g Dietary Fiber
- Clean Label (Soluble Corn Fiber)

### FEATURED ADM INGREDIENTS:

- Fibersol®-2
- VivaSweet™ Sucralose
- WILD Stevia (Reb A)
- ADM Citric Acid

\*'Prebiotic fiber' claim is supported if the product contains at least 3.25g Fibersol® per serving. 15g per day over 3 weeks necessary for the prebiotic effect.

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# PERSONALIZED NUTRITION



## NUTRITION THAT FITS ME

Personalized nutrition is gaining importance as consumers seek customized solutions that align with their health goals, dietary needs and lifestyle choices for better overall well-being.<sup>11</sup> According to Innova Market Insights, **half of consumers are eager to try personalized nutrition solutions**, and 1 in 3 use apps to help create a personalized nutrition plan, reflecting the growth of the personalized nutrition market.

Within personalized nutrition, diet trends focus on common needs of consumer segments:

- **Keto**—high protein, low/no carbohydrates
- **Macronutrient focused**—balancing carbohydrates, proteins and fats
- **GLP-1 diet**—high fiber, high protein, nutrient-dense

**Dietary fiber fits in all these eating plans as a source of complex carbohydrates and offering benefits from satiety to digestive health.**





PERSONALIZED NUTRITION

## FIBER FOR PERSONAL GOALS FROM DATA TO DIET

Apps, chatbots, at-home test kits, digital devices and wearables are making personalized nutrition more attainable. Consumers use these to collect personal health data as well as get nutrition and wellness advice. At-home testing kits can give personal gut microbiome profiles, allowing consumers to address any imbalances. Dietary prebiotic fiber will play an increasing role in helping them address their unique gut microbiome needs.

Fibersol<sup>®</sup>

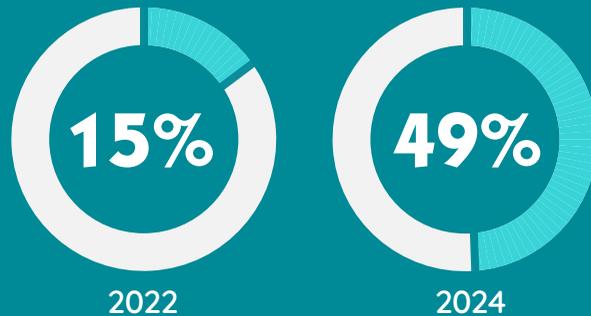
# GUT MICROBIOME AWARENESS



# GOOD FOR THE GUT, GOOD FOR ME

There is a rising level of awareness of the gut microbiome, and consumers recognize the role it plays towards supporting long-term health.<sup>12</sup> This increased awareness of the benefits of a healthy gut microbiome drives consumer knowledge and interest in dietary prebiotic fiber, and consumers are making changes to their diets and lifestyle.

THE PROPORTION OF CONSUMERS WHO HAVE HEARD OF THE MICROBIOME OR GUT MICROBIOME/MICROBIOTA. (PRE288)



FMCG Gurus. Trend Resource. Opportunities in Dietary Fiber. The Need to Give Fiber a more Aspirational Positioning. June 2025.

FMCG Gurus found that even if consumers are not familiar with the specific phrase, they do recognize the importance of beneficial bacteria within the gut. As attitudes towards the gut and the role it plays on health evolves, dietary fiber will gain even more consumer interest for its role in gut microbiome health. But perceptions of fiber need to change from something that is a necessity but “bland and boring” to an ingredient that is central to overall health and wellness and vibrancy and energy.<sup>12</sup> This is where more consumer education is needed.

**GUT MICROBIOME AWARENESS**



**50%**  
of consumers aware  
of fiber recognize the  
positive impact it can have  
on the gut.<sup>12</sup>

**Fibersol**<sup>®</sup>

# BACK TO BASICS





BACK TO BASICS

## SIMPLE AND TRUSTWORTHY

Consumers are increasingly overwhelmed with information and growing skeptical of complicated label claims and ingredient statements. There is a need to simplify labels and gain back consumer trust.

This is something that creates the opportunity to raise awareness of the various food types that are high in fiber, allowing the ingredient to be positioned around clean label and back-to-basic nutrition and away from the association that fiber is more commonly found in brown food types that are bland.<sup>12</sup>

All brands can focus on nutritional basics, like protein, fiber and micronutrients, while reassuring of integrity and safety to align with consumer trust and meet their needs.<sup>13</sup>

To help instill consumer confidence in fiber-forward products:

- Claim substantiation is essential to gain/maintain trust of consumers
- Transparent, simple labels are needed
- More 'natural,' recognizable ingredients are important

Fibersol®

# BLUEBERRY AÇAI MUFFIN & ANCIENT GRAIN STREUSEL

Better-for-you baked goods are the perfect choice for consumers looking for the ideal balance of benefits and eating enjoyment, to help them feel good from the inside out. This delicious muffin has it all—with health-forward ingredients including Fibersol® prebiotic fiber, probiotics and superfoods like açai and blueberries—all baked into a delightfully delicious grab-and-go snack.

[VIEW FULL CASE STUDY](#)



Nutrition Facts	
Serving size	(80g)
Amount Per Serving	
Calories	<b>270</b>
% Daily Value*	
<b>Total Fat</b> 14g	<b>18%</b>
Saturated Fat 7g	<b>36%</b>
Trans Fat 0g	
<b>Cholesterol</b> 30mg	<b>10%</b>
<b>Sodium</b> 240mg	<b>11%</b>
<b>Total Carbohydrate</b> 31g	<b>11%</b>
Dietary Fiber 6g	<b>23%</b>
Total Sugars 9g	
Includes 5g Added Sugars	<b>10%</b>
<b>Protein</b> 4g	
Vitamin D 0mcg	0%
Calcium 80mg	6%
Iron 0.5mg	2%
Potassium 80mg	2%
Thiamin	2%
Riboflavin	8%
Niacin	2%
Vitamin B12	4%
Biotin	4%
Pantothenic Acid	2%
Phosphorus	2%
Iodine	2%
Selenium	4%
Molybdenum	2%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## POTENTIAL FRONT-OF-PACK LABEL CLAIMS (PER SERVING):

- Good Source of Prebiotic Fiber\*
- May Help Nourish the Intestinal Flora\*\*†
- May Help Maintain a Healthy Intestinal Tract Environment\*\*†

## FEATURED ADM INGREDIENTS:

### Muffin Mix

- Fibersol-2®
- Heat Treated BPL1™ Postbiotic
- HarvestEdge™ White WW Flour
- Brown Rice Syrup 60 DE
- Palm Shortening
- Açai Powder
- Wild Infused Blueberries
- Natural Blueberry Flavor

### Streusel Topping

- Chia Seeds
- White Chia Powder
- Flaxseed
- Flax Brown Cold Milled
- Hemp Seed Hulled
- Quinoa Flakes

### Icing Drizzle

- DE111® Probiotic

### Allergens: Wheat, Milk, Egg

\*'Prebiotic fiber' claim is supported if the product contains at least 3.75g Fibersol® per serving. 15g per day over 3 weeks necessary for the prebiotic effect.

\*\*These statements are based on U.S. law. Customers are responsible for assuring that claims and labeling information on their finished products meet all applicable standards, laws and regulations where their products are sold.

†Mai V. (2022) Nutrients. 14(11), 2192

Contains 14g of total fat per serving. See nutrition information for fat content.

# HAVE IT ALL WITH FIBERSOL®

Fibersol® can meet these trends with its functional, nutritional and clean label appeal. It is also scientifically backed and has approved, clear claims that won't overwhelm consumers.

**IT'S BACKED BY 30 YEARS OF CLINICAL RESEARCH AND 100+ STUDIES THAT SUPPORT THESE BENEFITS IN 5 KEY AREAS:**



**PREBIOTIC BENEFITS**



**SUGAR REDUCTION**



**DIGESTIVE HEALTH**



**PROACTIVE HEALTH**



**SATIETY**

# CLAIMS YOU CAN TRUST

## PREBIOTIC BENEFITS

### At 3.25g per serving, Fibersol®:

- Enables “Prebiotic Fiber” claim on products (2.8g fiber from Fibersol®, corresponding to 10% DV for fiber)

### At 3.75g per serving (4x per day), Fibersol®:

- May help nourish the intestinal flora and maintain a healthy intestinal tract environment (for a total of 15g per day over 3 weeks)
- Is a clinically studied, well-tolerated prebiotic

## DIGESTIVE HEALTH:

### At 4-8g per day (for 2 weeks), Fibersol®:

- Helps support/maintain intestinal regularity
- Helps relieve occasional constipation
- May support gut health
- Improves stool consistency

### GI Discomfort: Minimal, mild, transient\*

Note: The reviewers of the studies were not comfortable that any claims could be made that no gastric discomfort results from consuming Fibersol®. Many of the studies did report that users experienced some GI symptoms and these symptoms occurred at a variety of dose ranges. Although the symptoms may be mild and/or transient, they were reported to occur in many cases.

## SATIETY

### At 10g with a meal, Fibersol®:

- May delay hunger
- May stimulate appetite-regulating hormones
- May increase GLP-1 as a part of a normal physiological response in healthy individuals

## BLOOD GLUCOSE AND INSULIN

### At 4-6g with a meal, Fibersol®:

- Helps reduce blood sugar levels/minimize blood sugar spikes after a meal that are within the normal range in healthy individuals
- Helps reduce blood insulin response/the rise in blood insulin after a meal that are within the normal range in healthy individuals

## BLOOD TRIGLYCERIDES

### At 5-6g with a meal, Fibersol®:

- Helps attenuate the rise in blood triglycerides after a meal that are within the normal range in healthy individuals
- Helps retain healthy blood triglyceride levels

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## Sources

- <sup>1</sup> Innova Market Insights. 2025. Fiber and Prebiotic Trends in the U.S.
- <sup>2</sup> Grand View Research Inc. GLP-1 Receptor Agonist Market (2025-2030). <https://www.grandviewresearch.com/industry-analysis/glp-1-receptor-agonist-market>
- <sup>3</sup> Innova Market Insights. Weight Loss Management in the US. <https://www.innovamarketinsights.com/trends/weight-loss-management-in-the-us-glp-1-drugs-and-the-fb-industry/>
- <sup>4</sup> Innova Market Insights. GLP-1 Effect Report. <https://www.innovamarketinsights.com/trends/glp-1-effect-redefining-food-weight-health-in-the-us/>
- <sup>5</sup> Mintel. Consumer Approach to Healthy Eating—US—2024.
- <sup>6</sup> The Dietary Guidelines for America, 2020-2025. [Dietaryguidelines.gov](https://www.dietaryguidelines.gov)
- <sup>7</sup> Mintel. Trending Flavors and Ingredients in Protein—US—2025.
- <sup>8</sup> Mintel. The Rise of Fiber: How Brands Can Win with the Next ‘Must-Have’ Nutrient. Sept. 2025. <https://www.mintel.com/insights/food-and-drink/rise-of-fiber-how-brands-can-win/>
- <sup>9</sup> Circana. Modern Soda’s Moment. Updated Jul 21. <https://www.circana.com/post/modern-soda-s-moment>
- <sup>10</sup> Mintel/Kantar Profiles. Consumer Attitudes to Better For You Carbonated Soft Drinks. May 2024.
- <sup>11</sup> Innova Market Insights. Personalized Nutrition Trends: Global Market Overview <https://www.innovamarketinsights.com/trends/personalized-nutrition-trends/>
- <sup>12</sup> FMCG Gurus. Trend Resource. Opportunities in Dietary Fiber. The Need to Give Fiber a More Aspirational Positioning. June 2025.
- <sup>13</sup> Mintel. Better for you Eating Trends —US—2025. <https://clients.mintel.com/content/report/better-for-you-eating-trends-us-2025>

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