Business Review

Soluble fibre ingredients in a COVID world

SUPPLY/DEMAND/FORECASTS/TRENDS

2021 – 2026

INTRODUCTION

The total market for soluble fibre was valued at USD 3.3 billion in the 2018 Giract study, with inulin, resistant maltodextrin and GOS leading by value. Inulin, polydextrose, FOS and GOS were the top 4 fibres based on the volume used. Europe, USA, China and Japan were the heavy consumers of fibres. The region of ASEAN was interestingly growing faster, but from a smaller volume. Bakery and cereals were the largest consuming segment among food applications; however, infant formula led the global market, in terms of value. These value and volume differences are attributable to the preference for soluble fibre ingredients in the respective sectors.

The COVID pandemic has presented a vast array of opportunities for health and wellness ingredients, including soluble fibres. Along with probiotics, these ingredients (also called prebiotics) have a positive effect on the gut microbiota, and evidence shows that they enhance immunity as well as general health. In our 2018 study, the fastest growth in fibre consumption was forecast in diet foods and infant formula, where fibre functionality plays a primary role. Countries with growing and young population were naturally expected to consume more fibres in the coming years.

Consumers are attracted by trends such as prebiotics and fibre fortification. FOS used along with inulin or FOS enriched with inulin have been promoted and marketed with health claims, with such a trend being obvious in the USA. Prebiotic claims are not allowed in Europe, neither are other health-related claims such as blood sugar control. Hence the competition here is with cheaper insoluble fibre since only “fibre” claims are allowed.

The 2018 edition of the study presented about 150 supplier profiles and discussions with around 120 users of soluble fibre. Giract has published several studies covering soluble and insoluble fibre – 2004, 2009, 2013, 2015 and 2018. In addition, it has undertaken several confidential projects in this sector. Combined with our 360º approach to research, and a presentation at the end of the study, the current proposed report is a valuable resource for market participants to decide on their next move

OBJECTIVES

The main objective is to provide a full picture of the supply and demand scenario of soluble fibre ingredients in the key global markets with the following sub objectives:

- To identify the ingredient producers and to establish the supply scenario of the selected soluble fibres
- To track price movements and analyse the reasons
- To quantify the current market demand and to forecast volumes, market values and trends up to 2026, for end products and soluble fibre ingredients
- To understand the choice – the “why” and “why not” – in the use of a fibre, and to identify potential novel fibre ingredient alternatives based on in-depth user interviews
- To understand the impact of the COVID pandemic on demand

PRODUCTS

Inulin, oligosaccharides (OS) such as fructo- and galacto-OS, isomalto-OS, XOS, galacto-fructose, polydextrose, resistant starch, resistant maltodextrin, soluble corn fibre, beta glucan-rich fibre, tagatose, cellulosic fibres, psyllium, hydrolysed gums, chitosan, and konjac

MARKETS

USA/Canada; Brazil; EU-27/Norway/Switzerland/UK; Russia/Ukraine; China, Asia-Pacific (India, Singapore, Indonesia, Malaysia, Thailand, Vietnam, South Korea, Australia) – supply and demand, Middle East, RoW overview

SECTORS

Bakery, dairy, beverages, functional foods, baby/infant formula, other food, petfood and animal feed (as prebiotics), supplements (capsules, etc.)

TIMESCALE

2021 – 2026

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