

With the rise in lifestyle diseases caused by imbalanced diet, consumers are increasingly focusing on consuming food products that are rich in nutrition, fiber, vitamins, and proteins. Increasing consumer focus on fiber-rich diet is encouraging food and beverages industry towards new product development and reformulation of existing food products.

Fiber-fortified food and beverage products becoming popular in the market across various regions. Producers are adding both soluble and insoluble fiber in food products such as sugary cereals, ice-cream, yogurt, processed juices, energy bars and water. Baked goods producers have started adding fiber on a large scale to their products without affecting the texture and taste.

Food processors are working to provide benefits of fiber to consumers in form of beverages. Beverage brands and processors are witnessing a growth opportunity in fiber-fortified beverages. Advances in ingredient technology is enabling beverage brands to add fiber to a wide range of mainstream beverages. Food and beverages processors are increasingly focusing on plant dietary fiber including rice bran, soybean, wheat bran, corn, fruits, and other sources.

According to the National Institutes of Health, around 60 to 70 million Americans are suffering from digestive health issues. This is driving the demand for food and beverage products containing fiber, probiotics and prebiotics to combat illness and improve overall health. Leading food and beverages brands are looking to offer functional beverages owing to the shift in consumer attitude and preference.

Along with the production of fiber-fortified Food and beverages products, producers are also focusing on price and taste of these product. According to the International Food Information Council Foundation, 2018 Food & Health Survey, taste, price and healthfulness with 81%, 64%, and 61% remain top purchase drivers for food products.

Bars, cookies, and breakfast cereals processors are increasingly adding fiber to their products, targeting younger consumers focusing on embracing the high-fiber diet. Moreover, the Food and Drug Administration (FDA) recently unveiled guidance on dietary fibers, added sugar, and serving sizes to help food processors implement new Nutritional Facts label.

Cellulose to Remain Highly Preferred Insoluble Fiber Product in Coming Years

Fact.MR study finds that cellulose is likely to witness significant growth as insoluble fiber ingredient in processed food and fast food products. Cellulose is projected to surpass US\$ 1,000 million by 2019 end. Food processors in the baked goods industry are replacing expensive ingredients such as oil, sugar, and flour with cellulose. It is finding large application as a bulking agent in gluten-free and low-calorie baked products.

The demand for powdered cellulose is growing significantly in food products for anti-caking application in spice mix, and powered drink mixes. Food companies producing sauces and other items like frozen yogurt and ice-cream are using cellulose gel and gum on a large scale to reduce calories in food products.

The increasing prevalence of several health problems including diabetes, obesity, high cholesterol, and digestive problems in the US is likely to create a growth opportunity for [insoluble fiber market](#) in food and beverages industry focusing on providing nutrition-rich food and beverages products. Several studies showing the role of insoluble fiber in treating various condition is driving consumer demand for fiber-rich food products in North America. This is fueling the sale of insoluble fiber in production of functional foods and beverages.

Providing a wide range of health benefits along with reducing the risk of diseases such as diabetes, coronary heart disease, and cancer, cereals and grains are witnessing growing demand in various food products. Whole grain, rice, wheat bran, and maize rich in insoluble fibers are largely used in

the production of bread, pasta and other food products. Fact.MR expects, global demand for cereals & grains as a source of insoluble fiber to exceed 240 thousand metric tons in 2018.