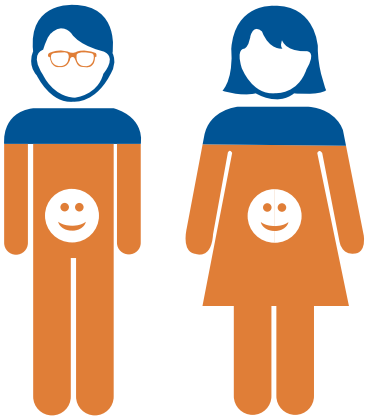
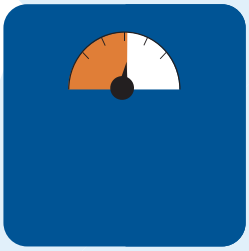
New research shows digestive health is key to wellbeing for European consumers



69% say digestive health is **important** to them



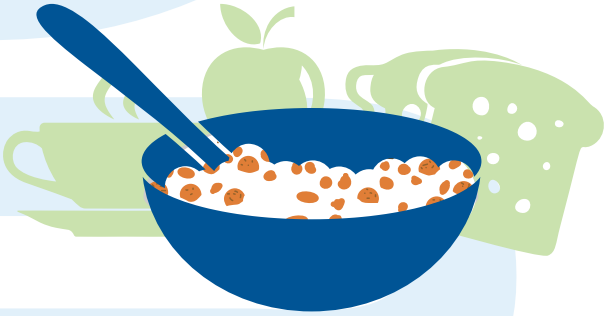
"Feeling good" and "contributing to overall health" are key drivers for **more than 2/3** of consumers to choose food



52% choose digestive health products to help them **lose weight**



More than **2/3** of respondents with **gluten/lactose limitations** see **digestive health** as **very important** to them



62% of consumers say that **breakfast** is the **key occasion** to have food and beverages that support digestive health



46% of consumers find that chicory root fibre is the most **natural** sounding name for a digestive health fibre

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