

Go beyond sugar and fat reduction.
Offer consumers fibre-enriched flavoured milk.

As many societies, India is facing a health challenge driven by today's consumer convenience lifestyle that needs to be catered for. It has witnessed a rising prevalence of obesity and diabetes, which can often be linked to high sugar or fat consumption.

To take matters into hand, the government launched the initiative Eat Right India in collaboration with the FSSAI (Food Safety and Standards Authority of India), in order to educate consumers about the reduction of HFSS foods from their diet: High Fat, Sugar and Salt. In combination with lowering the intake of the so-called "baddies", they focus on increasing the consumption of good food, such as milk, being high in protein and vitamin D.



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connecting nutrition and health

Reducing sugar and fat.

Did you know that 1 in 3 Indians consume a dairy drink regularly (on a weekly-to-daily) basis[1]? Drinking milk is a positive move indeed, though with the Indian culture of flavoured milk drinks, one has to be cautious not to undo this good choice by going for the creamier and/or sugared versions. Or can we as marketeers bring both worlds together? Why not go for a sugar-reduced, low fat flavoured milk drink? Research shows this would be a great NPD (New Product Development), as the consumer pays attention to such details.



70% From the Indians that consume dairy drinks regularly, 70% checks the nutritional label

They in particular look at: [1]

27% fat content **62%** sugar content

Additional health claims.

With 7 in 10 dairy drink consumers paying attention to the nutritional label when buying a product[1], keeping its sugar and fat levels low is a smart move. Also, considering people are concerned about lacking nutrients, such as fibres (46%[1]) from their diet, why not let your product stand out on shelf with a "high fibre" claim? Your next NPD could be a Fibre-enriched, Low fat, Sugar-reduced Flavoured milk!

Fastest growing health claims in F&B launches (India, CAGR 2020-2022): [2]



35% Low/no/ reduced calorie

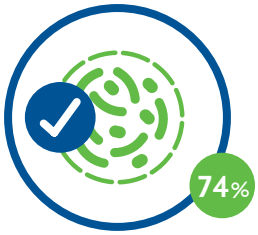
34% High/source of fibre

33% No added sugar

Innovate with plant-based ingredients: chicory root fibres!

With more than half of the consumers in India appreciating plant-based innovations in their food and drinks[3], these naturally sourced fibres are the perfect addition to your product, like the Orafti® Inulin in this flavoured milk. It is a soluble dietary fibre with a natural, mild sweetness and a long-chain molecular structure that making it the ideal ingredient for sugar and fat reduced products. Encompassing over 20 years of extensive nutritional research, chicory root fibres are currently the only 100% plant-based prebiotic ingredient on the market, as agreed by the International Scientific Association for Probiotics and Prebiotics committee.

Prebiotics improve digestive health with a positive effect on the beneficial bacteria in the gut and by promoting the transit. Imagine what these can do for people's wellbeing when they consume it regularly with their morning breakfast drink...



74% of Indian consumers is interested in prebiotics



47% of regular dairy drink consumers have it in the morning[1]

Flavoured Milk

INGREDIENTS (% w/w)	BENEO recipe	Market reference
Liquid milk	92	93
Sugar	5	7
Orafti® Inulin	3	-
Minor ingredients (e.g. flavour)	q.s.	q.s.

BENEO has long-term experience in developing and producing functional ingredients from natural sources. We employ over 1000 people and market our products in +80 countries. Through a unique chain of expertise, we offer our customers the basis for new product ideas and successful product launches. Our state-of-the-art production sites around the world ensure high quality ingredients at all time.

[1] FMCG Gurus, Dairy report Q4 2021 India [2] Innova Lifestyle & Attitudes Survey 2022, India [3] Innova Trends Survey 2023, India [4] Health Focus International

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