

Fibermaxxing 2.0: Why diversity matters

Fiber is moving into the spotlight.



US consumers are interested in fiber¹



Consumers globally associate fiber with gut health²

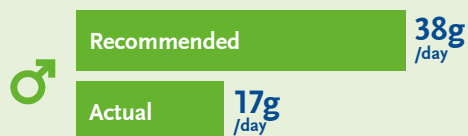
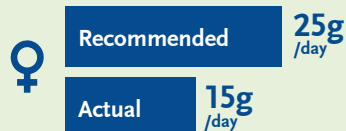


US consumers link gut health to weight management³

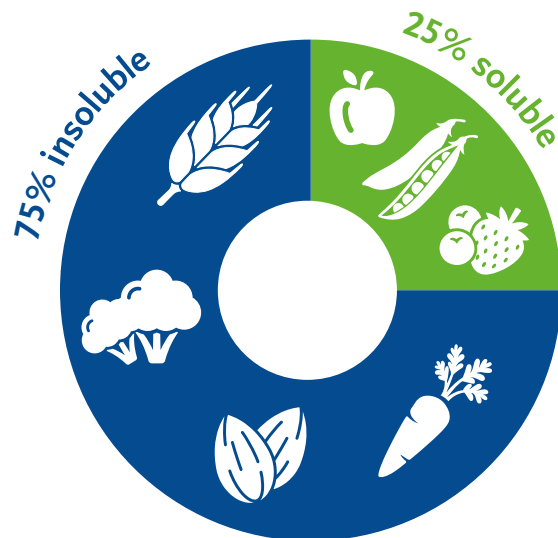
Most consumers don't get enough fiber.

Only 1 in 10 meet daily recommendations. Even with a balanced diet, intake often falls short.

Smart choices help. Fortified foods can help bridge this fiber gap.



USDA: wweia/nhanes 2017-2018 data tables



Nutrition experts recommend a 3:1 ratio.

Different fibers, different benefits.

Fibers vary in structure and function. As a result, they provide different benefits, including support for regularity, satiety, and microbiome health. Whole grains, legumes, fruits, and vegetables provide the best foundation for a fiber-diverse diet.

Better together: Fiber + Protein

Fiber and protein work synergistically:

- ✓ Prolonged satiety
- ✓ Improved blood sugar control
- ✓ Reduced cravings and snacking



¹ Health Focus International 2024, ² Innova Report: Fiber & Prebiotic Global 2025, ³ HealthFocus USA Trend Study 2025

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