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Itâ??s Onwards and Upwards for the Chicory Root Fibre Market in Asia Pacific

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Itâ??s onwards and upwards for the chicory root fibres sector. The market is currently valued at US$152.17 million in 2023 and is forecasted to reach a whopping US $252.63 million by 2033.[1] This exponential growth prompts one to wonder: what exactly has been fuelling it?



Itâ??s onwards and upwards for the chicory root fibres sector. The market is currently valued at US$152.17 million in 2023 and is forecasted to reach a whopping US $252.63 million by 2033.[1] This exponential growth prompts one to wonder: what exactly has been fuelling it?

For one, many have been putting their health first and becoming more health-conscious when it comes to their food choices. A global consumer survey by One Inch Whale on behalf of BENEO[2] found that one in four consumers can be categorised as putting health as a priority when buying food and drink products.[3] This consumer group is even larger in Indonesia, with almost half of the population (45%) prioritising health â?? the highest share among countries surveyed around the world[4]

Moreover, 1 in 2 consumers in Thailand (55%) and Indonesia (53%) define themselves as health-conscious, while about 1 in 3 already exhibit a strong interest in healthy foods and ingredients (29% and 38% respectively).[5]

Specifically, consumers have been increasingly interested in digestive health, with many recognising its impact on overall health. To support this trend, food developers can look towards incorporating prebiotics into their food products â?? with most consumers already acknowledging and understanding the link between prebiotics and digestive health. This is reflected in the survey, with 58% of Thai and 73% of Indonesian consumers expressing this awareness.[6] Furthermore, itâ??s bolstered by the popularity of prebiotics across the region. As a matter of fact, the Asia Pacific region was the leading prebiotics ingredients market in 2020 and made up 42.5% of the market share. This accelerated growth was spurred by several factors, including an increased awareness of health and fitness.[7]

No More Compromising on Taste and Texture with Chicory Root Fibres

While there remains a heightened awareness and interest in prebiotics, food developers often face the challenge of balancing nutrition with palatability. The good news is that ingredients such as BENEOâ??s chicory root fibres, Orafti® Inulin and Oligofructose have allowed food developers to rise to this challenge.

They are soluble dietary fibres that can be easily added to recipe formulations without major alterations to the production process, have a mild taste, and donâ??t add an unwanted aftertaste to the end product. Additionally, chicory root fibres allow for the reduction of sugar and fat in food formulations, thereby improving its nutritional profile. This enables food manufacturers to develop new, nutritious products in unexpected categories, including confectionery or yoghurt, without comprising on taste or texture.

Apart from the technical advantages, Orafti® Inulin and Oligofructose as proven prebiotics are characterised by their ability to nurture the â??goodâ?• gut bacteria. According to the International Scientific Association for Probiotics and Prebiotics (ISAPP), a prebiotic is, â??a substrate that is selectively utilised by host microorganisms conferring a health benefit.â?[8] BENEOâ??s prebiotic solutions belong to the only very few prebiotics which are scientifically and clinically proven to be classified in accordance with their definition. Additionally, they are the only proven plant-based prebiotics on the market.

A published systematic literature review with meta-analyses explored the effects of inulin-type fructans derived from chicory root and revealed that chicory root fibre intake (starting at 3g/day) promotes significant growth of beneficial bifidobacteria in the gut microbiome in all age groups and improves bowel function parameters.[9] Chicory root fibres also offer benefits in blood sugar management[10], immune health[11], weight management[12],[13], and calcium absorption for bone health[14],[15].

Opportunities Abound for Prebiotic Chicory Root Fibres

With the nutritional and technical properties of chicory root fibres, the opportunities remain abundant for the Asia Pacific market. In fact, a recent study conducted by researchers from The Department of Food and Nutritional Sciences at the University of Reading (UK), in collaboration with the BENEO-Institute, demonstrated that prebiotic chicory root fibres support the selective growth of bifidobacteria in the human gut, no matter which food application and food matrix they are used in. This provides a wealth of possibilities for food manufacturers, as they are able to deliver a wide variety of consumer food products that are not only tasty but also nutritious.

The market analysis demonstrates impressively the pioneering role of Asia Pacific when it comes to the launch of products with prebiotics. More than half of global new product launches with prebiotic claims (food, drink, functional nutrition) have been launched in this region.[16] It's an exciting time for the chicory root fibres market here and one that will bring innovative, delicious, and healthy food products for all.

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[1] Fact. MR: The Chicory Root Fibre Market

[2] BENEOâ??s Global Consumer Survey on Prebiotics; conducted by One Inch Whale in February 2023 in France, Germany, Indonesia, Italy, Mexico, Poland, Thailand, UK, US (N=9243)

[3] BENEOâ??s Global Consumer Survey on Prebiotics; conducted by One Inch Whale in February 2023 in France, Germany, Indonesia, Italy, Mexico, Poland, Thailand, UK, US (N=9243)

[4] BENEOâ??s Global Consumer Survey on Prebiotics; conducted by One Inch Whale in February 2023 in France, Germany, Indonesia, Italy, Mexico, Poland, Thailand, UK, US (N=9243)

[5] BENEOâ??s Global Consumer Survey on Prebiotics; conducted by One Inch Whale in February 2023 in France, Germany, Indonesia, Italy, Mexico, Poland, Thailand, UK, US (N=9243)

[6] BENEOâ??s Global Consumer Survey on Prebiotics; conducted by One Inch Whale in February 2023 in France, Germany, Indonesia, Italy, Mexico, Poland, Thailand, UK, US (N=9243)

[7] Prebiotics Ingredients Market Is Likely to Experience a Tremendous Growth by 2031 | Beghin Meiji, Royal Cosun

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[16] Mintel