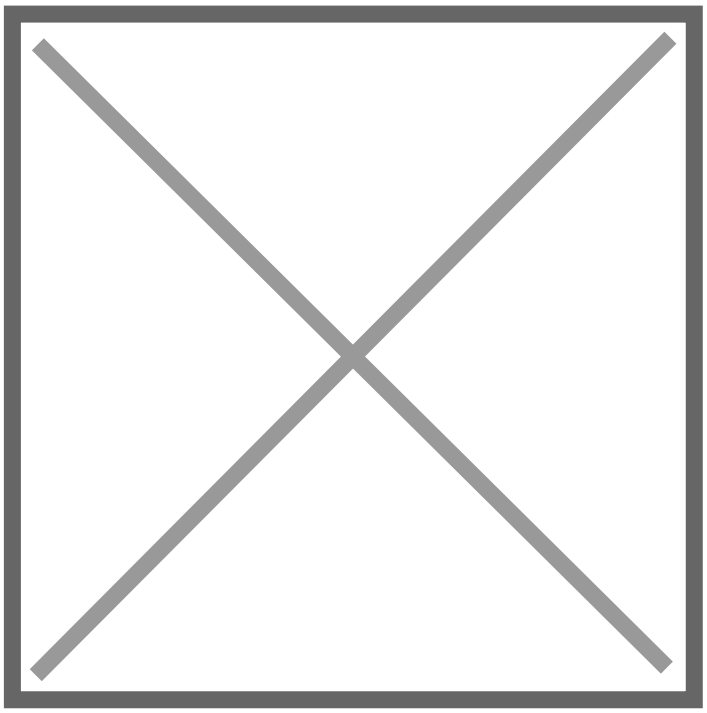
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Growing health consciousness expected to keep demand strong says research

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The global market for dietary fiber is slated to exhibit strong growth over the coming years owing to the many health benefits they offer and rising health consciousness among consumers. Transparency Market Research (TMR), in a report titled “Dietary Fiber Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2016 - 2024”, studies the worldwide demand for and sales of dietary fiber and the various factors that influence consumer behavior.



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As the incidence of stroke, obesity, and hypertension rises, so does the focus of consumers on nutritional content in various foods. People are now becoming even more aware of their fitness and overall health and this has significantly upped the demand for dietary fibers.

Dietary fibers are of two main types: soluble and insoluble. Soluble fibers such as gums, pectins, and mucilages are found in legumes, oats and oatmeal, fruits and vegetables, and barley. Insoluble fibers such as lignins and cellulose are found in the bran layers of cereal grains.

The market for both soluble and insoluble dietary fibers are both strong and gaining much traction. However, the insoluble fiber segment is known to hold a relatively larger share in the overall market owing to the rising incidence of obesity, coronary heart disease, and many other health problems.

The report studies four main regional segments in the dietary fiber market: Asia Pacific, Europe, North America, and Rest of the World. North America and Europe are the leading contributors in terms of revenue and will retain their strong hold over the global dietary fiber market.

The demand for dietary supplements and functional foods among consumers and low fiber content in their food are some of the major factors boosting the demand for dietary fiber in these regions.

Rising geriatric population and urgent need to focus on weight management are also factors propelling this market in Europe and North America. Emerging nations such as Brazil, China, Argentina, and India are anticipated to steal the spotlight in the coming years with rising consumption of dietary fibers in the Rest of the World segment.

Some of the prominent contributors to the global dietary fiber market are Ei Dupont De Nemours & Company, Lonza Group Ltd, Grain Processing Corporation, Roquette Freres, Ingredion Inc (Corn Products International), Sas Nexira, Grain Millers Inc, Novus International Inc., and KFSU Ltd. Analysts have observed that the dietary fiber market is immensely fragmented owing to the presence of a rising number of vendors.

The rivalry in this market is rather intense and companies have been competing against one another on the basis of product quality, service offerings, distribution channels, price, product innovation, and branding and promotional activities.