

Ingredion Targets Sugar Reduction and Multi-Texture Trends across APAC

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At Fi Asia Indonesia 2026, Ingredion, a global provider of specialty ingredient solutions and innovator of clean-label ingredients for the food and beverage industry, is showcasing its widest portfolio in texture, healthful solutions, and affordability, providing innovative solutions that seek to drive consumer preferences across the Asia-Pacific.

From September 16–18, 2026, at the Jakarta International Expo (JIE expo) at Hall A1, Booth E28, Ingredion brings its technical mastery, sensory and culinology expertise to life, helping brands meet modern consumer expectations without compromising on taste, quality, or texture.

Ingredion's proprietary research reveals that today's modern consumers want it all. Across the Asia-Pacific region, more than 80 per cent of consumers are willing to pay up to 30 per cent more for packaged food and beverages with 'No added sugar' or 'Reduced sugar' claims, while 81 per cent are willing to pay up to 30 per cent more for dairy products featuring sugar reduction claims. In addition, 77 per cent of APAC consumers state that reduced-sugar and low-sodium claims are important for packaged savory products.

This growing consumer health consciousness comes at a time when government initiatives across the region encourage healthier consumption among their populations. A key example in the region is Indonesia's Nutri-Level scheme, which grades freshly prepared beverages sold through food service channels and pre-packaged beverage products by sugar, salt, and fat content in a bid to drive healthier consumption. This shift is also reflected by on-ground consumer habits as approximately 87 per cent of Indonesian consumers are willing to pay up to 30 per cent more for packaged food and beverages with 'Reduced sugar' claims.

Texture has similarly remained a definitive purchasing factor across the region, proving that health and indulgence go hand in hand. In APAC, about two in three consumers are open to trying different or unusual textures. With 80 per cent of APAC consumers perceiving multi-texture products as indulgent, Ingredion brings its sensory and culinology expertise to meet this strong regional demand for multi-sensory excitement.

At the same time, price remains a critical priority in the region. Over 40 per cent of APAC consumers rank price as a top three most important factor when buying packaged food and beverages. Ingredion tackles these complex formulation and cost management challenges through smart ingredient replacement and ensuring that healthier options remain

accessible.