

Market Intelligence Digest

Volume 1 Issue No. 2 | March 2019



The EMB or the Department of Trade and Industry (DTI) is mandated to oversee the development, promotion and monitoring of Philippine exports. The EMB provides the exporters the enabling environment to make them globally competitive.

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Ingredient to Watch in 2019: Prebiotics

There are opportunities for prebiotics to further build on the connection with gut health and to use gut health as a tool to engage consumers with fiber. Build a connection in consumers' minds between certain fibers and their ability to act as food for your microbiota.

The time is right to start talking about prebiotics

What are prebiotics?

Prebiotics are types of fiber that stimulate the growth of gut bacteria. While all prebiotics are fibers, not all fibers are prebiotic. Recently, the term microbiota-accessible carbohydrates (MACs) has emerged as a more precise way to talk about these beneficial carbohydrates.

In a diet devoid of prebiotic fibers, research suggests some gut microbes may turn to the only other available food source: the mucus lining that protects the gut. This can lead to negative health consequences – possibly autoimmune and inflammatory diseases.

Why it has potential

Capitalize on consumers' growing interest in gut health to engage them with prebiotics and fibers. Educate consumers about the benefits of fiber, as well as prebiotics and the microbiota. Consider prebiotics as part of a solution for holistic health.

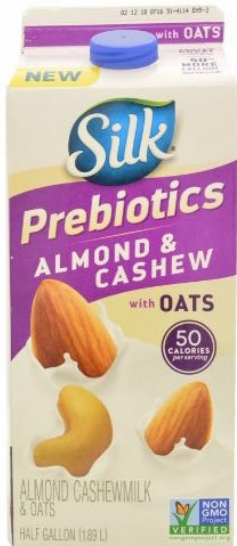
Continued research about the microbiome is discovering that these unique ecosystems of microorganisms play significant roles in our overall health and wellness. As prebiotics gain more momentum and recognition, focus on the role certain fibers also have in keeping gut microbes healthy and well-fed.

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Use probiotics to support the microbiota

Educate consumers about the importance of keeping the microbiota fed with beneficial probiotic fibers.



Prebiotic-enhanced plant milk

[Silk Prebiotic Almond & Cashew Milk with Oats](#)

features a special blend of almond milk, cashew milk and oats for a wholesome taste. Also contains 5g of added prebiotic fiber ([inulin](#)) that helps feed the good bacteria in gut (US).



Support total digestive health

[Silk Prebiotic Almond & Cashew Milk with Oats](#)

features a special blend of almond milk, cashew milk and oats for a wholesome taste. Also contains 5g of added prebiotic fiber ([inulin](#)) that helps feed the good bacteria in gut (US).



Talk about the microbiome

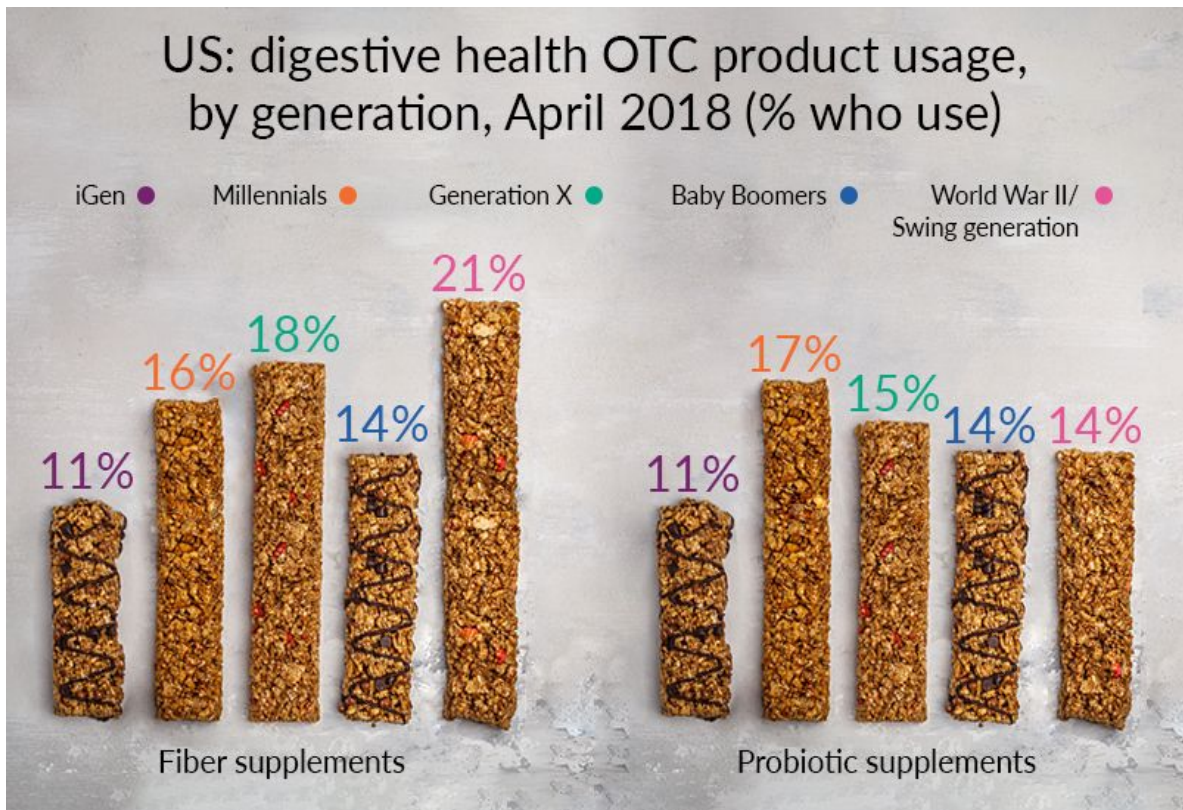
[Culture Republic Probiotics Light Ice Cream](#)

According to the manufacturer, each pint contains 3 billion live cultures to feed your microbiome. It also contains 4g of dietary fiber from soluble corn fiber (US).

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Use microbiota support to engage Millennials with fiber



Help Millennials get the most out of probiotics by encouraging them to eat more fiber. In the US, Millennials are more likely than other consumers to take probiotics for digestive health, but less likely to take fiber supplements.

Younger consumers are less engaged with fiber in other categories as well. When choosing a product with plant-based protein, only [24% of US plant protein consumers](#) aged 18-34 consider fiber an important attribute vs 35% of those aged 55+. Older consumers are also more likely to be interested in fiber claims in [snack/cereal/energy bars](#).

Educating younger consumers about the multiple benefits of fiber, especially how certain [carbohydrates \(MACs\)](#) help feed the microbiota, can help them see why fiber is also a critical component of gut health.

Base: 2,000 US internet users aged 18+

Source: [Lightspeed/Mintel](#)

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Repurpose spent grains as a source of prebiotic fibers



Canvas promotes [prebiotic fiber](#) in smoothies

Regained has added "[prebiotic upcycled supergrains](#)" to its packaging

Explore new possibilities for [prebiotic-rich fibers](#) found in [spent grains](#).

Regained in the US was one of the earliest packaged foods using repurposed brewery grains to fight food waste. The brand is now positioning spent grains as "prebiotic upcycled supergrains."

[Canvas Fiber + Protein Shakes](#) in the US also claims to help reduce food waste by using fiber- and protein-rich spent grain isolate to deliver prebiotic benefits for gut and digestive health.