

PATENT INSIGHTS: DIETARY FIBRES IN FOOD AND DRINKS

Recent patents focus on the use of fibres to improve nutritional profile and sensory/textural qualities of food and drinks. New fibre sources are being explored.



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Report Content



- At a glance
- Mintel's perspective

WHAT CONSUMERS WANT AND WHY

- Consumers have positive perceptions of dietary fibres
- Consumers consider fibre-rich food as a healthy option

PRODUCT INNOVATION TRENDS

- Inulin is the most popular fibre used in food and drinks
 - Graph 1: percentage of top 10 fibres in food & drink launches, Aug 2017-Jul 2020
- Breakfast cereals feature the highest percentage of launches with high/added fibre claims
 - Graph 2: top five food and drink category launches that features high/added fibre as a claim, Aug 2015-Jul 2020
- Inulin is featured in the highest percentage of product launches with a high/added fibre claim
 - Graph 3: top 10 fibres used in high/added fibre food and drink launches, Aug 2017-Jul 2020
- Help consumers address their fibre gap by adding fibre to more products

THE PATENT LANDSCAPE

- Patent analysis shows a growth in referencing fibre for food and drinks
 - Graph 4: patent families disclosing dietary fibres and their use in food & drinks, published each year, Jan 2010-Jun 2020
- China is the leading country for fibre-related patent grants in food and drinks
- Nestlé dominates the patent domain for dietary fibre in food and drinks
 - Graph 5: top 10 organisations with currently active* patent families for dietary fibres and their use in food & drink, June 2020

Leverage the health-boosting benefits of fibres

- Preventive healthcare drives demand for ingredients like fibre that help fight against dietary disease
- Consumers understand the benefit of fibre for gut health
- Fibre-enriched food and drinks can address a range of health issues
- Promote digestive health with the help of fibres
- Dietary fibre helps maintain a stronger intestinal barrier
- Increased intake of dietary fibre can help overcome obesity
- Manage diabetes by increasing fibre consumption
- Leverage multi-functional benefits of dietary fibre

Patent insights: dietary fibres in food and drinks

- Fibres may offer new approaches for treating and preventing health issues
- There is demand for fibre-fortified food and beverage products
- Manufacturers are strategically reformulating food & drink products with increased fibre content

Use fibres to reduce sugar and improve taste and texture

- In foods with a 'sugar' claim, use of sweeteners is declining while fibre content is increasing
- In foods with a 'sugar' claim, use of sweeteners is declining, while fibres are increasing
 - Graph 6: percentage of food launches claiming sugar free, low/reduced sugar or no added sugar, that contains selected ingredients, Aug 2015-Jul 2020
- Natural fibres can overcome clean label challenges in sugar reduction
- Innovators are exploring fibres to reduce sugar/salt content
- The rise of the 'clean label' trend opens the door for natural fibres
- Replace texture-improving artificial additives with fibres
- Explore fibres to improve the taste and texture of food and drink products

Explore new and improved fibre sources

- Innovators are exploring a range of sources of dietary fibres
- Food industry waste: a promising and affordable fibre source
- Dietary fibres with improved/inert sensory characteristics
- Innovations to improve taste profile and allergenicity of edible dietary fibres
- Improving the stability and purity of dietary fibres for broad application

THE IMPLICATION

- Added fibres have a bright future and important role in health, nutrition and delivering desirable textures while maintaining a clean label

APPENDIX

- Research methodology
- Key fibre patent examples
- Shape your future with Mintel bespoke patent analysis

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