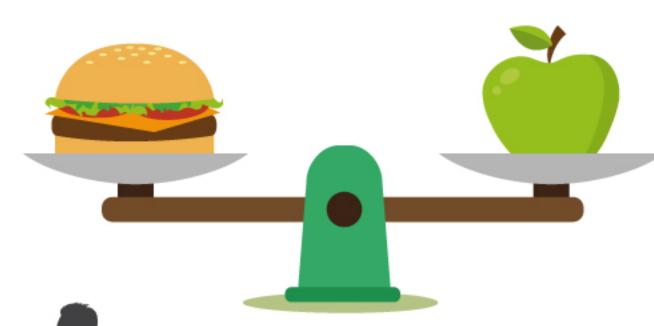
FIBER CONSUMER SURVEY 2019

Health issues that most influence Diet

#1 Weight management



#2 Staying Fit & Active



Stress (





Daily **Fiber** intake awareness

- More than 1/2 know fiber is important
- More than 1/2 do not know the recommended daily intake for adults
- Nearly 1/2 believe they get enough fiber

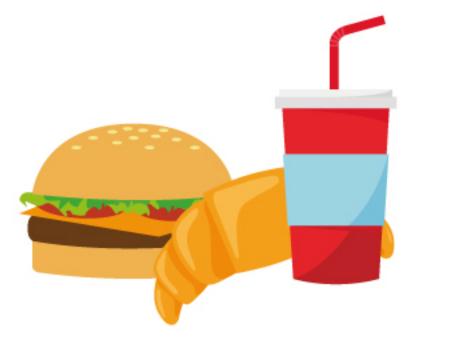
Concerns When Purchasing Food & Beverages



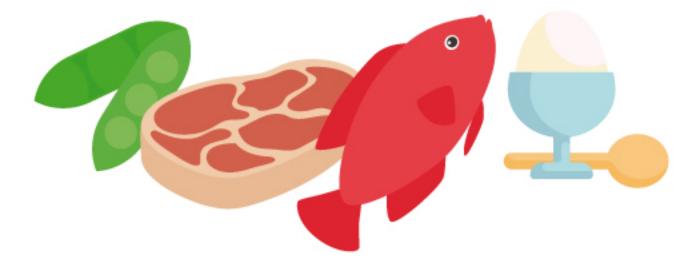
#2 Fat



Calories



Protein



Cholesterol



Fiber



Fiber source awareness



#1 Oats

#2 Grains



Fruits # Vegetables



of fiber



37% purchase Food and Beverages

specifically for **Fiber** content

Top reasons:

Digestive Health

Regularity

To be Healthy









Product purchased because

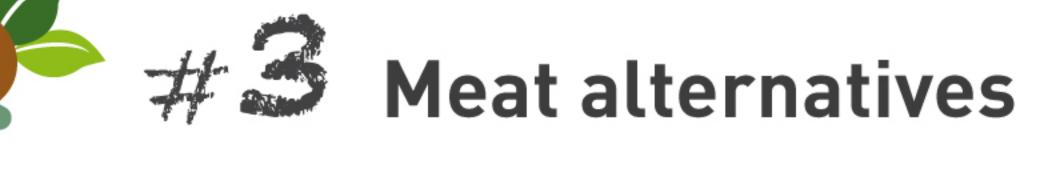
of Fiber content



Bars (breakfast, sports)







Sweet snacks # 3 in Latin America



Higher Fiber content desired in all categories

- More than 40% selected:
 - Bars
 - Dairy and dairy alternatives
- More than 30% selected:
 - Sweet and salty snacks
 - Prepared/frozen meals
 - Breakfast on-the-go
 - Meat alternatives



Most impactful **Fiber** statements to influence purchase

#1 Excellent source of fiber - more than 50%

#2 Good source of fiber

Number of grams of fiber

With added fiber

www.roquette.com

