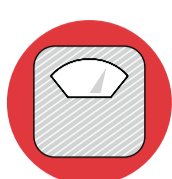


# DUPONT NUTRITION & HEALTH

Bakery solutions that keep you full all day

## WHAT IS DRIVING THE SATIETY TREND? <sup>1</sup>



### WEIGHT WELLNESS

People prefer lifestyle change to strict regimes



### PROTEIN

High-protein foods are linked to weight management



### SNACKIFICATION

Busy consumers need on-the-go options

## MANY CONSUMERS ALSO CONSIDER FIBER IMPORTANT - BUT STILL LACK IT IN THEIR DIET <sup>2</sup>

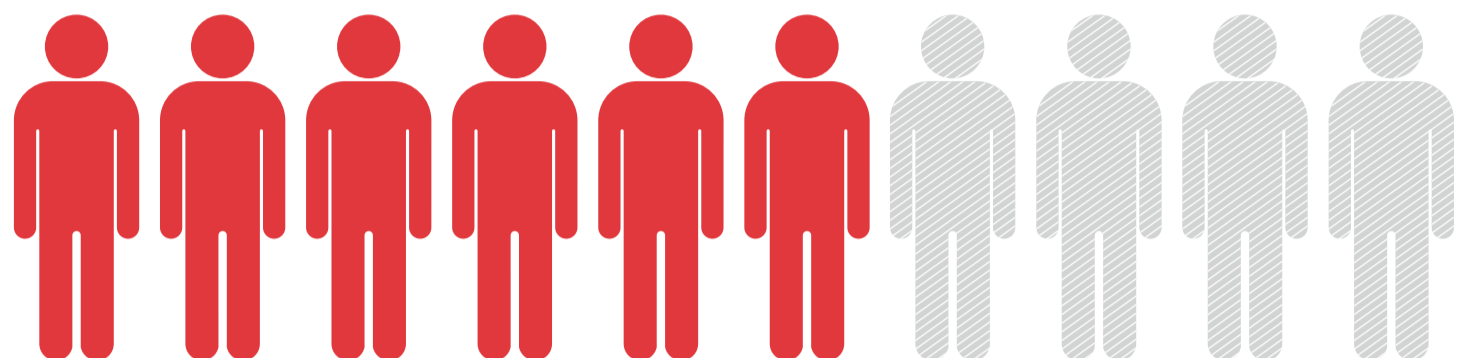
Western Europeans consume only

# 67% - 70%

of the recommended 25g/day



6 in 10 people wish to increase the amount of fiber in their diets, recognizing benefits for digestive health, weight loss and blood cholesterol



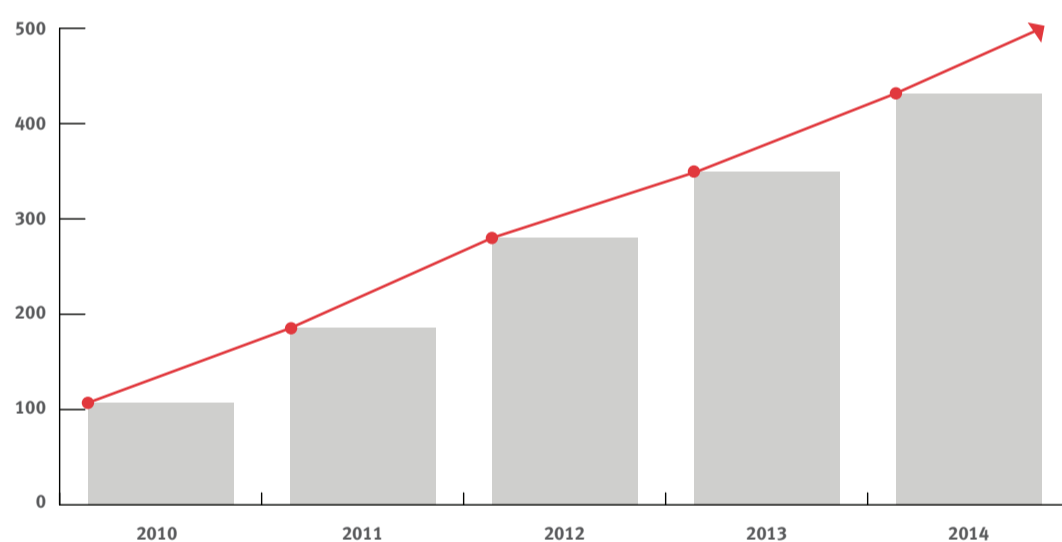
## CONSUMERS GENERALLY WANT AS MUCH FIBER AND PROTEIN AS POSSIBLE <sup>3</sup>



while limiting sugar and fats/oils



## THE RESULT IS MORE PRODUCT LAUNCHES WITH A SATIETY-RELATED CLAIM <sup>4</sup>



High protein



High satiety



High/added fiber

## WHAT DO CONSUMERS READ ON PRODUCT PACKAGING? <sup>5</sup>



# 76%

Label / packaging

For example, front of pack claims work best when communicating a fiber message to consumers



# 52%

Ingredients list

## SATIETY IS A GREAT BAKERY OPPORTUNITY

Bakers can use fiber and protein combinations to target the healthy living trend and give consumers a benefit they can feel.



Fiber



Protein



Satiety  
Weight wellness

### Scientific studies show: <sup>6</sup>

- A delay in the onset of hunger and reduced energy intake at a later meal
- A corresponding reduction in fat and sugar, creating healthier options
- A tendency towards slower energy release
- Possibilities to encourage healthier eating habits

Visit [www.bakeryperformance.com](http://www.bakeryperformance.com) to find out how we work with bakery solutions for long-lasting fullness. Or call your local sales representative.

REFERENCES: <sup>1</sup> New Nutrition Business - 2015

<sup>2</sup> DuPont/Lindberg research: Consumer attitudes to fiber in AU, BR, DE, F, IT, UK and USA, June 2011- February 2012

<sup>3</sup> Datamonitor, 2013 Consumer Insights Survey, 24 Countries, N=25,322

<sup>4</sup> Mintel GNPD. Launches in Bakery (bread, cakes, savory) with claims as stated, Europe, Middle East and Africa

<sup>5</sup> DuPont/Lindberg research: Consumer attitudes to fiber in AU, BR, DE, F, IT, UK and USA, June 2011- February 2012

<sup>6</sup> Larsen TM, Dalskov SM, van Baak M, et al. Diets with high or low protein content and glycemic index for weight-loss maintenance. The New England journal of medicine 2010;363:2102-13.

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