



FIBER & DIGESTIVE HEALTH



HEALTH FROM THE INSIDE OUT

The rising interest in the gut microbiome and potential connections to aspects of health is an exciting reason to turn to Fibersol® for new, on-trend product development. Fibersol® is a well-tolerated fiber that addresses consumers' refocus on gut health post-pandemic.¹

¹ Innova Market Insights. Global Foods Trends 2025.



**Fibersol® is backed by over 30 years of
extensive clinical research and scientific data.**



54%

of global consumers
familiar with fiber
associate it with aiding
digestive health.³

FIBERSOL® FULFILLS BOTH TRADITIONAL AND PROGRESSIVE DIGESTIVE HEALTH DEMANDS

TRADITIONAL DIGESTIVE HEALTH

Consumers have traditionally turned to dietary fiber for assistance in addressing typical digestive complaints, with benefits including: supporting or maintaining regularity without discomfort, relieving occasional constipation, and improving metabolic health via intestinal movement.

Population growth and changing demographics support growth in this segment. The perceived importance of fiber is shown to rise with age. The proportion of consumers who say they accept fiber in their food:²

51%
Ages 18-24

59%
Ages 25-34

71%
Ages 55+

**Older generations
care more about
fiber, while younger
generations
care more about
prebiotics.²**



² Innova Market Insights. 2024. Fiber and Prebiotic Trends in the US

³ FMCG Gurus. Trend Resource. Opportunities in Dietary Fiber. The Need to Give
Fiber a More Aspirational Positioning. June 2025.



46%
of consumers are
choosing fiber
supplements⁵

DIGESTIVE HEALTH

While research continues to add to the scientific understanding of the microbiome and aspects of health,⁴ high fiber products can be a solution for consumers looking for convenient ways to get more out of their food and beverage choices.



NOT ALL FIBER IS CREATED EQUAL

Fibersol® has important advantages over other fibers. Fibersol® is shown to be well tolerated at levels significantly higher than other fibers—4x that of inulin. Fibersol® is fermented slowly in the large intestine. Other fibers may be fermented quickly, which can lead to digestive distress. Consumers report that encountering a bad digestive experience will keep them from a repeat purchase—even if the product has a great taste and price point.



Prebiotic Fiber:

Fiber which fermentation results in changes in the intestinal flora that confers health benefits.⁶



Fibersol® is well tolerated up to **68g a day**—4x that of inulin.⁷



Fibersol® is certified low FODMAP* by Monash University, Australia – **proving Fibersol is well tolerated.**

⁴<https://www.hsph.harvard.edu/nutritionsource/microbiome/#diet-microbiota>

⁵ Fibersol® Consumer Study

⁶ Gibson et al. (2010) Food Sci Technol Bull Funct Foods. 7:1-19.

⁷ Kishimoto et al. (2013) J Nutr Sci Vitaminol. 59, 352-357.

*FODMAP - Fermentable Oligosaccharides, Disaccharides, Monosaccharides, and Polyols (FODMAP), which are short chain carbohydrates and sugar alcohols that are poorly absorbed by the body, resulting in abdominal pain and bloating.

CLAIMS YOU CAN TRUST



Digestive Health

At 4-8g per day (for 2 weeks), Fibersol®:

- Helps support/maintain intestinal regularity
- Helps relieve occasional constipation
- May support gut health
- Improves stool consistency

GI Discomfort: Minimal, mild, transient*

Note: The reviewers of the studies were not comfortable that any claims could be made that no gastric discomfort results from consuming Fibersol®. Many of the studies did report that users experienced some GI symptoms and these symptoms occurred at a variety of dose ranges. Although the symptoms may be mild and/or transient, they were reported to occur in many cases.



Prebiotic Benefits

At 3.25g per serving, Fibersol®:

- Enables “Prebiotic Fiber” claim on products (2.8g fiber from Fibersol®, corresponding to 10% DV for fiber)

At 3.75g per serving (4x per day), Fibersol®:

- May help nourish the intestinal flora and maintain a healthy intestinal tract environment (for a total of 15g per day over 3 weeks)
- Is a clinically studied, well-tolerated prebiotic



Satiety

At 10g with a meal, Fibersol®:

- May delay hunger
- May stimulate appetite-regulating hormones
- May increase GLP-1 as a part of a normal physiological response in healthy individuals



Blood Glucose & Insulin

At 4-6g with a meal, Fibersol®:

- Helps reduce blood sugar levels/minimize blood sugar spikes after a meal that are within the normal range in healthy individuals
- Helps reduce blood insulin response/the rise in blood insulin after a meal that are within the normal range in healthy individuals



Blood Triglycerides

At 5-6g with a meal, Fibersol®:

- Helps attenuate the rise in blood triglycerides after a meal that are within the normal range in healthy individuals
- Helps retain healthy blood triglyceride levels

easy to **formulate** into most
baked goods and snacks

clinical evidence to support claims in
dietary supplements

superior solubility in hot or cold beverages, with **no-off notes or grainy texture**

Non-GMO Project Verified
versions available

formulation support for **low sugar,**
low net carb* products

consumer-friendly labeling

*Total carbs less dietary fiber

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Fibersol®

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