



# FIBER & SATIETY

## HOW SATIETY BENEFITS CONSUMERS

There are lots of reasons for consumers to value products that help them feel fuller, longer. Prompted by everything from weight management efforts to support holistic well-being, consumers are looking for positive nutrition and satisfying eating experiences when they make their food and beverage choices.

**42%**

are looking to reduce hunger and improve satiety when it comes to prebiotic interest<sup>1</sup>

<sup>1</sup> Fibersol® Consumer Study  
<sup>2</sup> 2025 IFIC Food & Health Survey

**40%**

seek weight loss/weight management benefits from foods, beverages or nutrients<sup>2</sup>

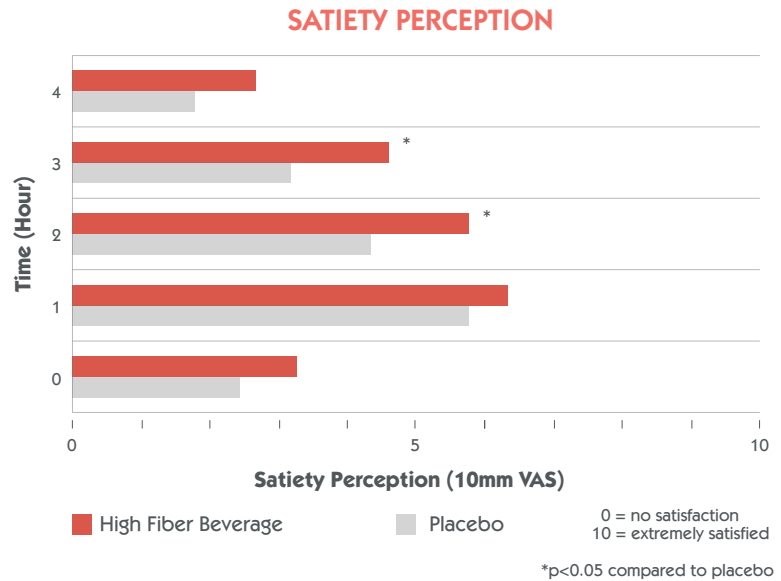
## PRODUCTS WITH SATIETY BENEFITS

These products may give consumers an added boost to their weight management efforts—helping them snack less because they feel fuller, longer. When they do snack, consumers enjoy the benefit of delayed hunger from foods and beverages that include dietary fiber. In terms of their overall wellness, consumers not only feel satisfied in terms of their hunger but can take satisfaction in knowing these foods and beverages are helping them meet their daily recommended fiber intake.

# FIBERSOL® MAY ANSWER KEY PURCHASE DRIVERS

## MAY DELAY HUNGER

Feeling full for longer may go a long way towards decreasing the urge to snack in between meals. Fibersol® is the perfect ingredient to add value to weight management products, as it may delay hunger and stimulate appetite-regulating hormones, it has prebiotic qualities, and enables sugar reduction. Fibersol® also helps you deliver this winning consumer combo: lower calories and higher fiber in great-tasting products.



Fernández -Raudales, D. (2018). J. FNS, 9, 751-762



A clinical study<sup>3</sup>  
shows that

**10g**

**OF FIBERSOL®  
with a meal**



+



may **delay hunger** and **stimulate**  
**appetite-regulating hormones**

## CONVENIENCE AND TIME MANAGEMENT

Hectic, modern lives mean less time for sit-down meals, even as consumers recognize the benefit of nutrient-rich foods and beverages. Fibersol® fits perfectly into applications that serve as meal replacers, providing a nutritional boost and potential satiety benefits to bars, smoothies, dried fruit snacks and other on-the-go formats.

Fiber's association  
with satiety must be  
maximized by the  
industry at a time  
when many people  
are worried about  
weight gain<sup>4</sup>



<sup>3</sup>Ye, Z. (2015). Nutritional Research, 35, 393-400

<sup>4</sup> FMCG Gurus. Trend Resource. Opportunities in Dietary Fiber. The Need to Give Fiber a More Aspirational Positioning. June 2025.

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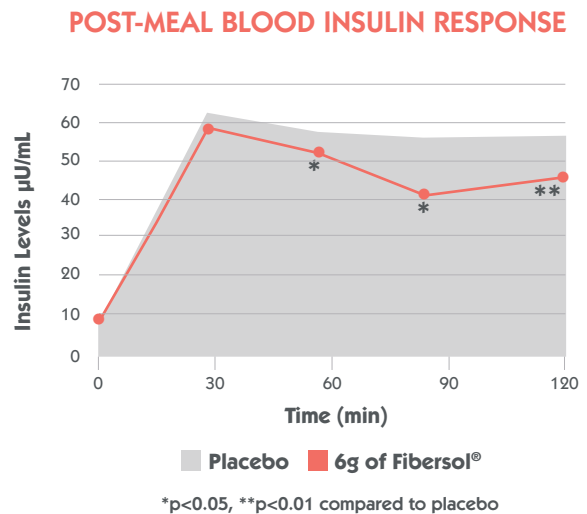
## HOLISTIC WELL-BEING

The concept of holistic well-being resonates with consumers who recognize that decisions such as food choices impact both their physical and mental states. They often make a connection between consuming certain foods and experiencing suboptimal feelings afterward.

**Fibersol® is a great choice for products geared towards consumers who are focused on holistic well-being.**

**4-6g of Fibersol® with a meal has been shown to help reduce:**

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



Yuasa, M. et al. (2004). Jpn Innov Food Ingrid Res 7:83-93

well tolerated **up to 68g a day** – 4x tolerance of inulin!

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

**consumer-friendly**  
labeling

**Non-GMO** Project Verified  
versions available

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





# CLAIMS YOU CAN TRUST



## 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



## 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



## 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



## 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.

## READY TO SOLVE YOUR CHALLENGES? LET'S GET STARTED! CONTACT US TODAY.

Fibersol® is supported by the joint venture between Archer Daniels Midland Company, Matsutani Chemical Industry Co., Ltd., and Matsutani America, Inc., a global selling and marketing partnership combining strong technical and scientific expertise with a vast global production and transportation network, for a high-quality food ingredient backed by attentive, reliable service and supply.

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