



Fiber: The Next Functional Frontier

Tapping Into the Next Wave of Consumer Health

While protein has captured the spotlight, a second nutrient powerhouse is experiencing a major surge in popularity: fiber. This essential nutrient is seeing a sustained rise in interest (YoY +50.5%), driven by a new generation of health-conscious shoppers. The movement is led by younger demographics, with 60% of Gen Z and 54% of Millennials actively seeking out foods and beverages with higher fiber content, reflecting a long-term commitment to wellness.

Why It Matters

Consumers are strategically using fiber to achieve tangible health outcomes that enhance their daily well-being. A remarkable 82% turn to fiber to support their digestive health, a foundational component of a healthy lifestyle. It's also a key tool for satiety, with 59% using it to feel full faster, and a contributor to overall health, with 53% recognizing its benefits for the heart. For a growing number of consumers, especially those managing their diet with GLP-1 medications, fiber is an indispensable tool for promoting regularity and digestive comfort.

The Go-To Source

Despite this rising interest, a significant "fiber gap" exists, with 9 in 10 Americans admitting they don't get enough. This creates a clear opportunity for trusted, everyday categories to step in. While dairy is not yet the undisputed leader for fiber in the way it is for protein, perceptions are shifting. Nearly a quarter of consumers (24%) already associate yogurt with fiber, and with interest over-indexing among Gen Z, there is a growing openness to fiber-fortified dairy products.

Opportunity

The path to winning the wellness-focused consumer lies in delivering multiple benefits in one simple solution. Schreiber Foods provides innovative dairy products that turn this insight into a growth strategy. By fortifying our dairy products with fiber, we create a "benefit-stacked" powerhouse that appeals to the modern consumer's demand for efficiency and functionality. For retailers and foodservice operators, this means offering our single-serve yogurts, snacking cheeses, and versatile cream cheeses as multi-functional solutions that support digestive health, satiety, and energy in one trusted, convenient format. Dairy is the ideal platform to close the fiber gap, and Schreiber Foods has the expertise to make it happen.

Sources: (SFI x Datassential Custom Research), (SPATE)