

Sugar Reduced, Immune-Boosting Foods



Market Overview

Health food is growing in demand due to higher sales of organic food³. Consumers' focus is changing to wellness and a balanced lifestyle to improve immunity⁴.

'Natural' Alternative to Cut Sugar Intake!

Monk fruit sweetener's popularity is rising due to increasing demand for naturally derived sweeteners and the negative effects of sugar leading to obesity and diabetes⁸. The unique sweetness of monk fruit which is 300 times sweeter than sugar, but imparting no calories, makes it an ideal option to replace sugar⁶.

Shifting Away from Sugar

Rising health-related issues associated with sugar also increase the demand for chicory root fibre as it helps in weight and blood-sugar management⁷. Owing to a high fibre content, it helps to reduce sugar and calorie intake by controlling appetite. It contains up to 35% sweetness of sugar and thus can be used to partially replace sugar in foods without contributing to any off-flavour or aftertaste¹¹.

Consumers Adopting an Active and Healthier Lifestyle

Isomaltulose, which comes from sugar beets, sugar cane and honey, provides advantages to those participating in physical activities aiming for weight control. It has a low glycemic index and sucrose-content which promotes fat-oxidation². It also offers diabetic patients the benefits that are commonly associated with sugar consumption as it reduces blood triglyceride levels¹.

Focus on Immune Health

With growing pandemic cases, immunity becomes one of the top consumers' interest. Vitamin C and D are in the spotlight as immunity boosters⁵. Vitamin D plays an important role in immune function as it reduces the susceptibility to infection by fighting back pathogens¹⁰. Meanwhile, Vitamin C acts as a protective agent from bacteria and viruses, as well as reduces the common cold symptoms⁹.

In conclusion, adopting a healthful, active lifestyle is vital to support one's wellbeing. Choosing low-caloric food that is high in vitamins helps in controlling blood sugar levels as well as boost the immune system.

At DPO, we are honoured to be in partnership with **Monk Fruit Corp.**, **Beneo** and **Hexagon** to bring you a range of ingredient choices that could elevate your quality of life.

References

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