Hitting the sweet spot:

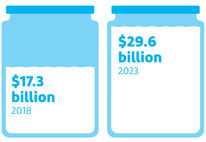
Dairy products with reduced sugar and increased fiber for lactose-intolerant consumers

As consumers are becoming increasingly aware of the impact of their dietary habits on their health, producers of dairy products are looking for solutions to address the public's health concerns.

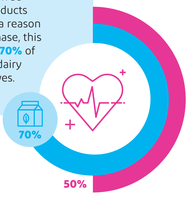
Re-thinking dairy

The public's appetite for healthier options is seeing large numbers of consumers turning to 'free from' dairy alternatives out of various health reasons.

This market is forecast to reach USD 29.6 billion globally by 2023 - up from USD 17.3 billion in 2018



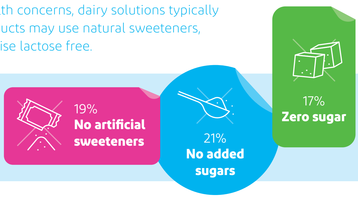
While **half** of US consumers of 'free from' food products cite health as a reason for their purchase, this figure rises to **70%** of those buying dairy milk alternatives.



Health-focused options

To solve consumers' digestive health concerns, dairy solutions typically address sugar or fiber claims. Products may use natural sweeteners, artificial sweeteners or are otherwise lactose free.

Out of 8,500 selected products claiming to reduce sugar released in the Latin American market in recent years, the most compelling consumer claims were:

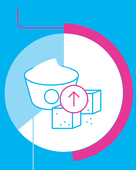


SUGAR REDUCTION

44%

of consumers globally associate "healthy" food products as being **low in sugar.**

However, as many as **48%** of British consumers reported that they had been **unaware of yogurt's high sugar content.**



36%

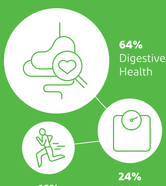
reported they would buy more dairy products if they contained **less sugar.**

INCREASING FIBER INTAKE

People looking to boost their digestive health are also seeking out dairy products with **a higher fiber content.**

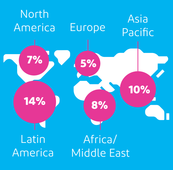
44% of US consumers and **33%** of UK consumers are **increasing their fiber intake.**

This trend is driven by various factors:



LOW/NO LACTOSE DAIRY TRENDS

Lactose and dairy free diets are followed by significant populations worldwide:



Much of this demand is being driven by **health factors.**

30%

of UK consumers specify 'well-being' as their reason for reducing their lactose intake - **five times more than those citing intolerance.**

A comprehensive solution

While existing health-focused dairy products may address one of these elements, DuPont™ Danisco's® new unique Nurica™ enzyme solution makes it possible to offer **all three at once.**

Lactose-free
reduction of lactose content to **<1%**

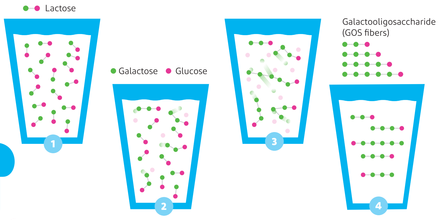
Promoting digestive health
1.6% of GOS fiber generated in situ

Reduced sugar content
35% sugar reduction

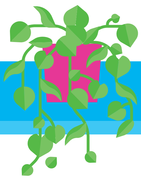
Nurica™: Healthy and delicious

Part of the DuPont™ Danisco® range of dairy enzymes, Nurica™ is a lactase with a difference.

As well as reducing the lactose content in milk, Nurica™ transforms galactose sugar into prebiotic dietary fiber - supporting digestive health and weight management.



Since Nurica™ has no impact on fermentation, taste or texture, consumers can enjoy delicious dairy products with all the nutritional benefits they desire.



If you'd like to hit the sweet spot of offering a dairy product that's free from lactose, with higher fiber content AND reduced sugar, please call us.

DUPONT™

For more information, please see **dupontnutritionandbiosciences.com/products/lactase.html**

Sources: ABIA, DuPont™ Danisco®, FoodInsight.org, GlobalData, Innova Database, Innova Market Insights, Innova Trends Survey, RetailReport.at, Statista,

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