

# **Dietary Fiber Beverage Market Forecasts to 2032 – Global Analysis By Product (Functional Juices, Fiber-Infused Water, Fiber Smoothies, Ready-to-Drink (RTD) Beverages and Other Products), Type, Source, Packaging, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Dietary Fiber Beverage Market is accounted for \$9369.62 million in 2025 and is expected to reach \$17293.7 million by 2032 growing at a CAGR of 9.15% during the forecast period. A beverage enhanced with soluble or insoluble fibres that promote digestive health and general well-being is known as a dietary fibre beverage. By increasing satiety and delaying digestion, these drinks are intended to help control blood sugar, decrease cholesterol, and regulate bowel motions. Fruits, vegetables, grains, and plant-based supplements like psyllium or inulin are common sources of fibre. Dietary fibre beverages are well-liked by health-conscious customers and provide a practical means of boosting daily fibre intake, particularly for people who find it difficult to reach suggested dietary requirements through food alone.

Market Dynamics:

Driver:

Chronic disease prevention

Consumers are looking for functional drinks that promote long-term health as lifestyle-related diseases including diabetes, obesity, and heart disease increase in prevalence. Dietary fibre drinks are appealing preventive options because they help control blood sugar, reduce cholesterol, and enhance digestion. These drinks are becoming more and more popular among health-conscious people than sugary or artificially made ones.

Fiber-rich diets are also being promoted by governments and health organisations, which is accelerating market adoption. In order to satisfy customer demands, manufacturers are compelled by this rising need to innovate and broaden their product offers.

#### Restraint:

##### Low awareness in developing markets

The health advantages of dietary fibre are not well known to many people in these areas. The demand for beverages enhanced with fibre is constrained by this ignorance. Customers are less likely to prioritise such things in their everyday routines if they are unaware of them. Consequently, producers encounter difficulties in growing their clientele. Promoting the health benefits of fibre beverages and educating customers are essential for market expansion.

#### Opportunity:

##### Partnerships with nutrition experts

Companies benefit from these partnerships by creating goods that satisfy modern dietary recommendations and customer health requirements. Additionally, nutritionists are essential in raising consumer awareness and demand by teaching them about the value of fibre. Trust is increased by expert endorsements, which increases a product's appeal to consumers who are health-conscious. Through evidence-based claims, these collaborations facilitate improved marketing strategies. All things considered, they promote innovation, raise the calibre of products, and quicken market expansion.

#### Threat:

##### Intense market competition

In an effort to draw clients, businesses frequently fight over prices, which lowers profit margins. Product development and innovation are slowed down by this ongoing pricing pressure. Furthermore, the market is controlled by big firms, leaving smaller brands with insufficient resources to properly compete. Market share becomes unstable as a result, and it is challenging to cultivate customer loyalty. Finally, the continual pressure to beat rivals may result in unsustainable company methods.

## Covid-19 Impact

The COVID-19 pandemic significantly impacted the dietary fiber beverage market by boosting consumer demand for health-enhancing and immunity-boosting products. Lockdowns and rising health awareness led to increased interest in functional beverages, including those rich in dietary fiber. However, disruptions in supply chains and manufacturing temporarily slowed market growth. Post-pandemic, the trend toward preventive health has persisted, encouraging innovation and expansion in the sector. Overall, COVID-19 accelerated the shift toward healthier beverage choices and fortified functional drinks.

The soluble dietary fiber segment is expected to be the largest during the forecast period

The soluble dietary fiber segment is expected to account for the largest market share during the forecast period, due to its ability to dissolve in water, enhancing beverage texture and mouthfeel. It supports digestive health and helps regulate blood sugar levels, making it attractive to health-conscious consumers. Increasing awareness of gut health and rising demand for functional beverages further fuel this segment's growth. Manufacturers are incorporating soluble fibers like inulin and pectin into drinks to boost nutritional value without altering taste. This trend aligns with the growing consumer shift toward preventive healthcare and clean-label products.

The athlete's segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the athlete's segment is predicted to witness the highest growth rate by increasing demand for products that aid in digestion and overall health. These beverages offer essential fiber to support gut health, boost energy levels, and enhance performance during workouts. Athletes seek functional beverages that provide hydration, recovery, and nutritional support. As more athletes adopt healthier lifestyles, the demand for fiber-rich drinks continues to rise. Consequently, this trend fuels the growth of the dietary fiber beverage market, with a focus on performance-enhancing ingredients.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share by the growing shift towards healthier lifestyles and the increasing prevalence of

digestive issues. Countries like Japan, China, and India are seeing a rise in the consumption of fiber-enriched beverages, driven by a blend of traditional wellness practices and modern health trends. The availability of various fruit and vegetable-based fiber drinks, combined with local preferences for herbal ingredients, is propelling the market. Furthermore, the younger demographic's focus on fitness and overall well-being is boosting demand across the region.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to increased health awareness and the growing demand for functional beverages. Consumers are becoming more focused on gut health, leading to a rise in fiber-rich drinks that offer digestive and immune system benefits. Major companies are investing in product innovations, focusing on plant-based fibers and clean-label ingredients. Additionally, regulatory support for healthy beverage options is driving market growth. North American consumers also prefer beverages that support weight management and overall wellness, contributing to the market's upward trajectory.

#### Key players in the market

Some of the key players profiled in the Dietary Fiber Beverage Market include Nestle, Coca-Cola Company, PepsiCo, Danone, Kellogg Company, Mars, Incorporated, Unilever, Yakult Honsha Co., Ltd., The Kraft Heinz Company, General Mills, Cargill, Inc., Ingredion Incorporated, Tate & Lyle PLC, Archer Daniels Midland Company (ADM), DuPont Nutrition & Biosciences, Beneo GmbH, Roquette Freres S.A. and Kerry Group plc.

#### Key Developments:

In December 2024, Coca-Cola Company announced that Jubilant Bhartia Group acquired a 40% stake in Hindustan Coca-Cola Holdings Pvt. Ltd., the parent company of the largest Coca-Cola bottler in India. This partnership aims to drive sustainable, long-term growth in the Indian market.

In April 2024, Nestle India entered into a joint venture with Dr. Reddy's Laboratories to expand its nutraceutical portfolio in India. The venture, operational since Q2 FY25, focuses on categories such as metabolic health, general wellness, women's health, and child nutrition. Nestle Health Science has licensed brands like Nature's Bounty and Osteo Bi-Flex, while Dr. Reddy's contributes brands like Celevida and Rebalanz.

In May 2023, Nestle India launched Resource Fiber Choice, a dietary supplement containing Partially Hydrolyzed Guar Gum (PHGG), a prebiotic fiber known to aid in relieving constipation and improving gut health. This product also provides essential nutrients like Zinc, Selenium, and Vitamins A, C, and D to support the immune system.

#### Products Covered:

Functional Juices

Fiber-Infused Water

Fiber Smoothies

Ready-to-Drink (RTD) Beverages

Powdered Mixes

Dairy-based Fiber Beverages

Plant-based Fiber Beverages

Other Products

#### Types Covered:

Soluble Dietary Fiber

Insoluble Dietary Fiber

#### Sources Covered:

Fruits

Vegetables

Cereals & Grains

Legumes

Nuts & Seeds

Other Sources

Packagings Covered:

Bottles

Cans

Sachets

Tetra Packs

Pouches

Other Packagings

Applications Covered:

General Health & Wellness

Digestive Health

Weight Management

Diabetes Management

Cardiovascular Health

Sports & Fitness Nutrition

Other Applications

### End Users Covered:

Adults

Children

Elderly

Athletes

Other End Users

### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments

*Dietary Fiber Beverage Market Forecasts to 2032 – Global Analysis By Product (Functional Juices, Fiber-Infused...*

- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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