SCOULAR®
Food Innovation

# Protein + Fiber: Better Nutrition, Better Together

Consumers increasingly expect food and beverage products to do more. Protein remains closely associated with energy and everyday nutrition, while fiber and gut health are becoming important parts of whole-body wellness. By bringing protein and fiber together into familiar, enjoyable formats, manufacturers can respond to demand for functional nutrition without losing sight of taste, texture, convenience and value.

**3 in 5** consumers globally say they actively include more protein in their diet.

**59%** say gut health is very important for their whole body.

*Source: Innova Market Insights*

# Two Priorities. More Possibilities.

Protein and fiber address different but complementary consumer priorities. According to a recent study conducted by Food Industry Executive, **50% of consumers rate high protein as having "med-high" or "high" importance, and 38% said fiber has "med-high" or "high" importance**. That's not a conflict. That's synergy.

Consumers want it all. They look to protein for energy and functional nutrition, while fiber is increasingly connected to digestive and whole-body wellness. The opportunity extends beyond traditional supplements into beverages, baked goods, snacks, breakfast foods, and more.

## Proteins

Soy Protein Isolate 90%
Pea Protein 80-85%
Faba Bean Protein 90%
Chickpea Protein 80%
Rice Protein 80%
Mung Bean Protein 80%

## Fibers

Soluble Corn Fiber 70%, 90%
Cellulose 93-97%
Bamboo Fiber 93-97%
Oat Fiber 93-97%
Wheat Fiber 93-97%
Tapioca Fiber 90%

# From Nutrition Goals to Market-Ready Products

Adding protein or fiber is not simply a matter of increasing a number on the Nutrition Facts panel. Ingredient selection can affect flavor, texture, mouthfeel, viscosity, hydration, stability, processing, appearance and overall consumer acceptance. The right solution depends on the nutritional target, application, processing conditions, label goals and desired sensory experience.

Scoular Food Innovation helps customers explore protein and fiber options that align with nutritional objectives and real-world formulation requirements. Our team can help evaluate ingredient functionality, application fit, sourcing considerations and opportunities to combine protein and fiber in products consumers already know and enjoy.

**49%** **of industry professionals** report 'ingredient addition' as a trend influencing their company's product development/R&D strategy during the next 12-18 months.

**52%** Report Protein
**31%** Report Fiber

*Source: Food Business News*

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# Innovation Drivers

### Breadth of Portfolio

Scoular offers a curated selection of plant-based proteins, sweeteners, fats, and oils—designed to meet the growing demand for variety and functionality.

### Sustainable & Innovative Options

We partner with suppliers committed to environmental responsibility and creative ingredient development, including non-GMO production and regenerative practices.

### Food Safety & Quality

Scoular maintains transparency across the supply chain and enforces rigorous food safety standards, ensuring consistent quality and compliance.

### Diversification of Sources

Our logistics and sourcing expertise ensures reliable, cost-effective ingredient supply—helping brands stay ahead of market dynamics.

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## Ready for a partnership that delivers more?

Visit Scoular.com/Food,
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