

Satiety The Latest Craze Or A Passing Phase?

Contributed by Euromonitor International
Monday, 23 October 2006
Last Updated Thursday, 01 January 2009

By Euromonitor International

As food products claiming to "satisfy hunger" begin to appear in the UK and US marketplace, Euromonitor International forecasts that 'satiety' could be the next big health and wellness trend, with the potential to surpass the success of both the GI and low-carb phenomena.

Consumers crave a diet that's easier to swallow

With many consumers now turned off by health scares associated with high-protein eating and confused by the nutritionally 'complicated' nature of GI diets, the timing is right for a new food craze. This time the industry is looking for a less radical concept that will appeal to a large number of consumers – and high satiety seems to fit the bill perfectly.

High satiety – feeling fuller for longer

When a meal is truly satisfying, we experience 'satiety'. It is not merely the physiological state of fullness, but also a conditioned reflex to smell and visual input. Products offering satiety will therefore appeal to consumers of the lucrative health and wellness market, who are continuously demanding innovative diet products that they can enjoy, but at the same time will help them to lose weight.

A number of manufacturers have already recognised the potential of this new trend. Quaker has jumped on the bandwagon by marketing its instant oatmeal as 'helping to fill you up and keep you satisfied' on the strength of its high fibre properties, while in the UK, Danone has introduced a 'Lasting Satisfaction' extension to its Shape low-fat yoghurt brand. Ingredients manufacturers will also benefit from the satiety trend, as demand will increase for thickening agents, such as guar gum, that can be employed as a 'satiety-enhancer.' High protein and high fibre products also fit the concept well, as they take longer to digest and keep you feeling full for longer.

Manufacturers are hungry for renewed success

The good news for manufacturers is that they will be able to re-package and re-launch a wide variety of their low-GI and low-carb foods as they also sit well in the high-satiety group.

"This will throw a life-line to low-carb packaged foods, whose sales grew at a meagre 1% in the US in 2005, as low-carb products are generally high in protein, which takes longer to digest than carbohydrate, and are therefore more satiating," comments Simone Baroke, Health and Wellness Analyst at Euromonitor International.

Euromonitor International also predicts that the potential to revamp high-fibre products in the light of the satiety trend looks promising too. Naturally healthy, high-fibre foods already enjoy a large market size. According to Euromonitor's latest data, between 2002 and 2005 global value sales increased by almost 15%, to US\$25 billion, and with renewed marketing and promotional support they look set to increase even further. High-fibre products are sometimes promoted for their weight-loss properties, again based on their positive effect on satiety.

Baroke comments, "An opportunity exists here for manufacturers to re-position their high-fibre products in line with the satiety concept, actively helping to fuel its growth".

Even male consumers will be satisfied

Men, who have traditionally proved the toughest challenge for the makers of diet foods, may also be tempted by the appeal of high satiety. The promise of 'maximum satisfaction' may hold the key to success, where 'diet' and 'light' products have always failed. The most obvious sectors for male-targeted high satiety products are snack bars and sweet and savoury snacks, yet Euromonitor International predicts high satiety soft drinks hold the key for male consumers. "Jelly drinks", which are soft drinks made with gelatines derived from seaweed to induce satiety, are a huge hit in Asia. Manufacturers need to market satiety-inducing soft drinks in the same way as sports drinks and energy drinks to capture the male audience. By highlighting the energy-boosting and performance enhancing ingredients, combined with the promise of providing lasting satisfaction, high satiety soft drinks could turn into the world's top dieting aid for men.

For further detail about this article and other related findings, please visit Euromonitor International by clicking here.