

BENEO secures Thai FDA approval for prebiotic claim

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BENEO, a leading manufacturer of functional ingredients for food, feed and pharma, has received Thai FDA (Food and Drug Administration) approval for an exclusive prebiotic claim for its chicory root fibre, Orafit[®] Inulin. It is the first ingredient producer to receive such approval from the Thai FDA, based on rigorous scientific evaluation by the Centre for Nutrition Assessment and Health Claims of Thailand (CNACT).

This milestone comes at a time when consumer interest in digestive health is surging. A recent survey conducted by FMCG Gurus[®] found that digestive health is the second most important health priority for Thai consumers over the next 12 months, with one in two actively looking to improve it. Awareness of prebiotics is also high, with more than 8 in 10 people associating them with digestive health, and 1 in 3 already incorporating prebiotic foods and supplements into their daily routines. The survey also shows that chicory root fibre is well-regarded, with 3 in 4 Thai consumers perceiving it as healthy. Against this backdrop, the new Thai FDA-approved exclusive prebiotic claim offers manufacturers a powerful way to align with consumer expectations and drive purchase decisions.

The approval follows a rigorous scientific evaluation by the CNACT, established under the Nutrition Association of Thailand, and with final authorisation from the Thai FDA. The process required human intervention studies as well as systematic reviews and meta-analyses – the highest level of scientific evidence – highlighting the robustness of the data supporting the prebiotic effect of Orafit Inulin.

Orafit Inulin is derived from chicory root via a gentle hot water extraction method and is one of the few prebiotics recognised internationally by the International Scientific Association for Probiotics and Prebiotics (ISAPP). Chicory root fibres are the most studied prebiotics worldwide and are the only plant-based option available. As a select group of non-digestible fibres, prebiotics positively influence the gut microbiota by selectively promoting the growth of beneficial bacteria. Their benefits, from digestive health to weight management and overall well-being, have been demonstrated in numerous human intervention studies.

Caroline Bustandi, Head of Regulatory Affairs Asia Pacific at BENEO, said: "We are pleased that BENEO's chicory root fibre inulin is the first and only prebiotic to be recognised by the Thai FDA following a stringent scientific evaluation. This means that food and drink manufacturers in Thailand can formulate appealing products with BENEO's prebiotic Orafit Inulin and credibly communicate their health benefits on pack. This makes it easier for consumers to make informed choices to support their digestive health – a growing consumer demand in the Asia Pacific region."