

Calbee Brings Body Granola to Singapore

22 April 2026 | News

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Calbee announced that it will bring Body Granola to Singapore, marking the first time the personalised granola service will be offered outside Japan. Available through a dedicated e-commerce site starting April 21, 2026, Body Granola combines a gut health test with a personalised granola subscription. The service was developed in Japan with Metagen, Inc. and will be offered in partnership with AMILI, a Singapore-based leader in microbiome research in Asia.

"Gut microbiomes vary from person to person, even among healthy people. That means the same foods and habits may not affect everyone in the same way. We believe a personalised approach to the gut microbiome can help support health and wellness in a way that better suits each individual. Singapore marks our first step in bringing the service to more customers beyond Japan," said Masae Nakano, Chief Technology Officer, Calbee, Inc.

Jeremy Lim, CEO of AMILI, described this as a significant step forward: "People respond very differently to the same foods in terms of blood sugar spikes and nutrient absorption. Body Granola marks an important step in bringing the latest nutrition science to help consumers eat what works best for them."

Consumers around the world are increasingly looking for ways to live longer and stay healthier, and growing research continues to highlight the importance of gut health. Body Granola was first launched in April 2023 in Japan and has been used by more than 50,000 people to date. The service continues to grow as consumers seek foods that are scientifically tailored to better suit their individual gut health and that are easy to integrate into their everyday routine.

Through Body Granola, customers first test and learn about their gut microbiome profile before choosing three ingredients, including prebiotic toppings, based on their individual test results. Unlike probiotics, which add live bacteria, prebiotics help feed the beneficial bacteria already in the gut. Offered as a subscription service, the service is designed to make digestive health easier to incorporate into daily life.

Singapore, like Japan, is regarded as a market where consumers show strong interest in health, particularly gut health. In November 2024, Calbee representatives visited Singapore to interview local consumers about the Body Granola concept. The company then conducted further market research to assess how well the service would resonate locally. Following approximately one year of preparation, Body Granola is now launching in Singapore.