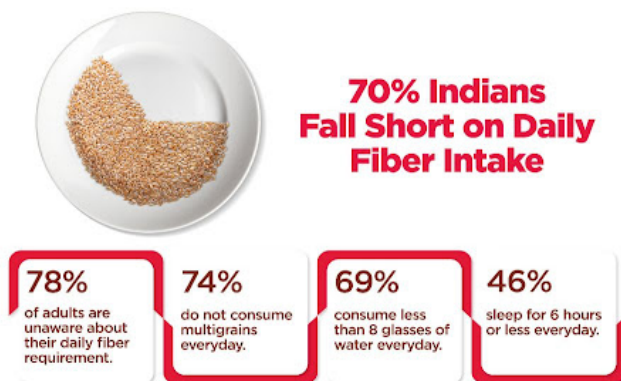


Nearly 7 in 10 Indians Fall Short of Daily Fibre Intake: Aashirvaad Happy Tummy Findings

29 May 2026 | News

The analysis also shows that digestive health is being influenced by more than diet alone



Source: Aashirvaad Happy Tummy

The analysis also shows that digestive health is being influenced by more than diet alone

On the occasion of World Digestive Health Day, Aashirvaad Happy Tummy released its latest findings on India's digestive health landscape, based on insights from over 6.5 lakh participants, highlighting a widespread fibre intake gap driven by low awareness and lifestyle habits. Aashirvaad Happy Tummy is an online platform by Aashirvaad Atta with Multigrains, which serves as a comprehensive guide focused on digestive health and fibre intake.

While the world is talking about "Fibremaxxing", the findings reveal that nearly 7 in 10 Indians are not even meeting their recommended daily fibre intake, pointing to a widespread gap in everyday nutrition. The issue is more pronounced among women, with over 73 per cent falling short of recommended levels, compared to over 63 per cent of men.

Dietary habits appear to be a key contributor: only 1 in 4 people consume multigrains daily, while nearly 40 per cent rarely eat fruits. Although vegetable intake is relatively better, the overall pattern suggests that daily diets still lack the diversity needed to consistently meet fibre requirements. The Indian Council of Medical Research- National Institute of Nutrition (ICMR-NIN) recommends a daily dietary fibre intake of at least 25 g/day for adult women and 30 g/day for adult men.

The analysis also shows that digestive health is being influenced by more than diet alone. Over 60 per cent of respondents are not physically active daily, only about 30 per cent meet recommended water intake levels, and nearly half report inadequate sleep. Additionally, 1 out of 5 individuals reports experiencing severe stress.

On this occasion, Anuj Rustagi, Business Unit Chief Executive, Staples, ITC Ltd., said, "As digestive wellness and gut health become increasingly important in everyday nutrition, the findings highlight a significant need to build greater awareness around fibre consumption and its role in overall well-being. At Aashirvaad, supporting consumers make healthier everyday food choices has remained a key priority, and we believe meaningful change begins with simple, sustainable choices like upgrading your atta to Aashirvaad atta with Multigrains. Increasing the inclusion of fibre-rich foods such as multigrains, fruits and vegetables in daily diets can play an important role in supporting better digestive health outcomes for Indian consumers."

Overall, the results from Happy Tummy Digestive quotient show that people do not intake diverse food groups, leading to inadequate fibre intake, along with an inactive lifestyle, low hydration, insufficient sleep, and stress, which are known to contribute to digestive issues.

As part of the initiatives to create wider awareness on digestive health, Aashirvaad Atta with Multigrains has also launched “Happy Tummy, Happy You”. The campaign brings together leading health experts and creators through podcasts, educational content, and interactive sessions to encourage informed conversations around digestive health. Experts continue to emphasise the importance of fibre-rich diets comprising whole grains, fruits, vegetables and multigrains, along with adequate hydration, sleep, and physical activity to support overall gut health.

Consumers can also access tools such as the Digestive Quotient Test and Fibre Meter on the Happy Tummy platform to better understand and improve their digestive well-being through simple everyday habits.