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ASIA

Prosur to Showcase Natural Clean-Label Solutions at FI Asia

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Prosur will showcase its natural ingredient solutions at FI Asia, demonstrating how manufacturers can “protect food with food” to meet growing demand for cleaner labels in Asia.

Research shows that two-thirds (67 per cent) of consumers in Asia-Pacific are worried about ultra-processed foods, while 62 per cent are worried about levels of additives or preservatives. In both cases, these figures are higher than the global average.

Meanwhile, penetration of food and beverage products with clean-label claims increased by 3 per cent in Asia between 2024 and 2025.

There have also been tighter regulations. For example, a new standard on heavy metals in dried meat products in China will take effect in September. In Indonesia, new regulations require mandatory labels on food packages and the reformulation of products to reduce salt, sugar and fat.

Prosur specializes in natural and clean label solutions that help food and beverage manufacturers remove unwanted chemicals such as nitrites, phosphates, benzoates and sorbates. It can also help manufacturers reduce levels of refined sugars, artificial sweeteners and salt, and offers low-sodium versions of its products. Prosur’s food-based systems are designed to improve taste while meeting the performance requirements of modern food production.

Simon Claessens, Global Director, Sales & Business Development, Prosur, said: “Across Asia, the rules of food are changing. Consumers are demanding recognizable ingredients and rejecting ultra-processed foods, and regulators are increasing scrutiny. Manufacturers have to adapt to this new reality while still offering products that deliver great taste and flavor, as well as performing at scale. Now is the time to get ahead of the curve and reformulate before regulatory changes force it.”