

BENEO Spotlights Fibre Diversity and Formulation at Fi Asia Indonesia

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BENEO's fibre toolbox offers versatile solutions that enable brands to seize key market opportunities by leading with benefit-driven innovation



BENEO will highlight the evolving role of fibre in nutrition and food innovation at Fi Asia Indonesia 2026 (16-18 September), where it will showcase how combining different fibre types can deliver complementary nutritional and formulation benefits.

Globally, fibre has been gaining renewed attention, with “fibremaxxing” emerging as a social media trend that has repositioned fibre as a modern and sought-after nutrient. While the trend encourages higher fibre intake, consumers also need to consider fibre quality and diversity. Different fibre types have different structures, functions and benefits, making the right combination important for meeting different nutritional needs. BENEO sees an opportunity to move beyond simply adding more fibre and instead consider how different fibre types can work together — shifting the conversation from “fibremaxxing” towards “fibremixxing”.

This is particularly relevant in Indonesia, where 96.7 per cent of people aged five and above consume fewer than the recommended five daily servings of fruits and vegetables, according to the 2023 Indonesian Health Survey. While traditional Indonesian foods such as tempeh can provide a source of fibre, the statistic points to an opportunity for greater attention to fibre as part of a balanced diet.

Different fibres vary in their structure, functionality, and how they are digested. BENEO's fibre toolbox offers versatile solutions that enable brands to seize key market opportunities by leading with benefit-driven innovation. These solutions can work as standalone ingredients to deliver a prebiotic effect with chicory root fibres or to support heart health with whole grains, or work together. In addition, combinations of fibre with other functional ingredients can offer combined benefits.

“Since different fibres interact with food matrices in very different ways, formulation expertise is key. With decades of research and application know-how across chicory root fibres, beta-glucan-rich barley flours and other functional ingredients, BENEO can help manufacturers seamlessly integrate fibre enrichment to achieve a meaningful nutritional boost,” said Christian Philippsen, Managing Director, BENEO Asia Pacific.