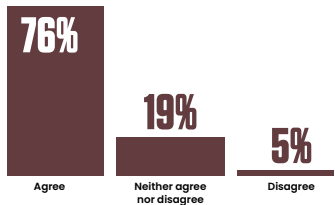




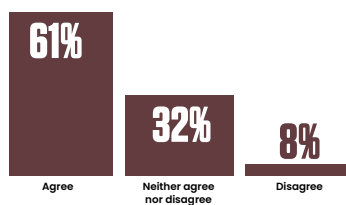
Consumers see benefits in natural ingredients.

- 55%** French consumers claim food and drinks with natural ingredients provides value for the money.
- 76%** US consumers agree natural ingredients offer more functional benefits.
- 61%** US consumers say brands should offer more natural choices.

US consumers believe natural ingredients offer more functional benefits



US consumers believe brands should offer more natural/organic choices

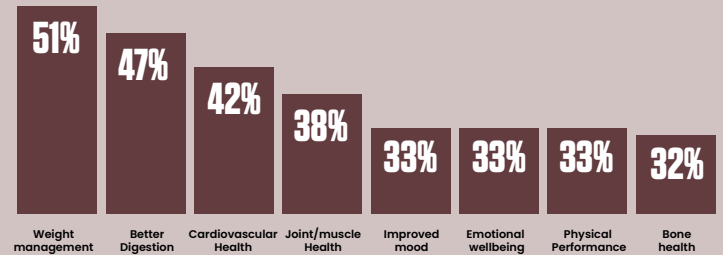


Consumers look for products that can actively benefit their long term health.

- 47%** of India consumers find heart health an appealing benefit when choosing products.
- In the US, **42%** of consumers seek food and beverages with cardiovascular claims and **51%** seek weight management claims.



Benefits US consumers would like to see in food and beverages

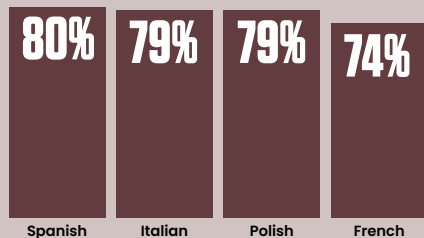


Consumers understand that a high fibre diet supports digestive health

- 68%** of French buyers of dairy alternatives would choose a product that has a high fibre content over one that doesn't.
- 51%** of Italian and **50%** of Spanish consumers look to high-fibre foods and beverages to help manage cholesterol.
- 80%** Spanish consumers, **79%** of Italian and Polish consumers and **74%** of French consumers agree fibre supports digestive health.



European consumers agree that fibre supports digestive health

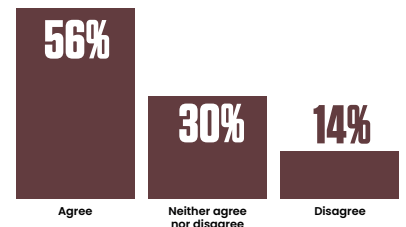


Consumers believe that a good digestive health will support their overall health

- 63%** of Polish millennials agree that high fibre foods help with weight management by feeling fuller for longer.
- 62%** of Chinese consumers believe a healthy gut helps manage weight.
- 71%** of Chinese consumers feel they need to increase their fibre intake.
- 56%** of US consumers try to eat foods that promote a healthy gut.



US consumers try to eat foods that encourage healthy gut/microbiome



The Opportunity

- Oats naturally offer health benefits that add value to both plant based and hybrid food and beverage products.
- Oats are an ideal ingredient solution to manage heart health, blood-glucose levels, cholesterol, and weight.
- The high fibre content contained in oats meets widespread consumer interest in supporting digestive and gut health.
- Brands can link oats with natural, long-term health benefits to drive success.
- Consumers understand that oats are a naturally healthy ingredient, presenting an opportunity for oats to take centre stage in product launches.



Get in Touch

To find out more about how Tirlán can support you in developing your solutions, please contact us directly.

Email: info@tirlaningredients.com
www.tirlaningredients.com

Learn more about our grains:
<https://www.tirlaningredients.com/ingredients/grains-plant-based>