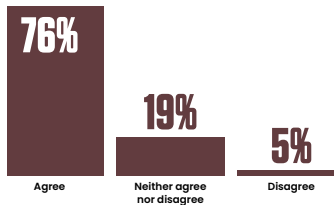




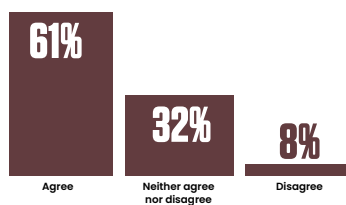
Consumers see benefits in natural ingredients.

- 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

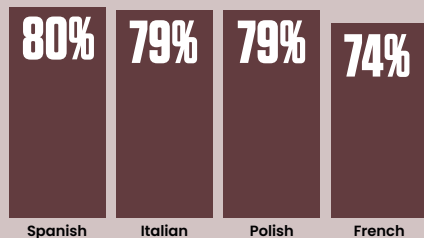


Consumers understand that a high fibre diet supports digestive health

- 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



The Opportunity

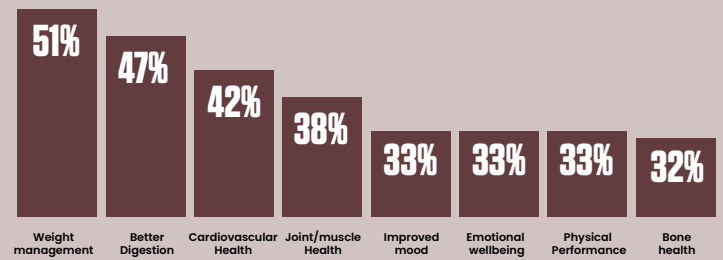
- Oats naturally offer health benefits that add value to both plant based and hybrid food and beverage products.
- Oats are an ideal ingredient solution to manage heart health, blood-glucose levels, cholesterol, and weight.
- The high fibre content contained in oats meets widespread consumer interest 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.

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

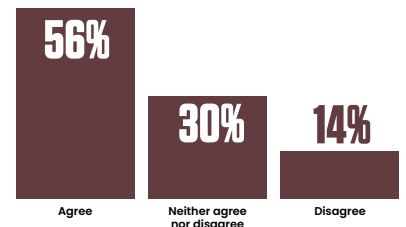


Consumers believe that a good digestive health will support their overall health

- 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



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>