

Action on Fibre

Year 1 achievements

(2021-2022)



25

brands signed up to help bridge the fibre gap



90

pledges were made to help make higher fibre diets more appealing, normal, and easy for the population

143
new products

and **33**
reformulated products

were brought to market that are a source of or high in fibre from a variety of categories



This delivered **7.2 billion**

more servings of fibre to the population

That's the equivalent to around

5.5 billion

bowls of bran flakes



or

7.8 billion

slices of wholemeal bread¹



This has had a demonstrable impact...

Kantar Worldpanel data shows a **↑ 2% increase** in fibre content of products purchased by consumers from participating brands².

This is almost **four times** the growth in fibre of products purchased by consumers from the total food and drink market.



The FDF would like to thank the companies whose fantastic efforts to take Action on Fibre are helping to bridge the fibre gap. There is still a way to go, and we look forward to continuing our efforts in this space. If you would like to discuss how we can work together to achieve this goal, please get in touch at actiononfibre@fdf.org.uk.

1. Based on fibre content per serving of bran flakes and per medium slice of wholemeal bread from [McCance and Widdowson's composition of foods integrated dataset](#)

2. Kantar Worldpanel Take Home data for FDF Action on Fibre members and Total Food & Drink, sales weighted average nutrient content per 100g/100ml/serving, 2022 vs 2021; 2022 vs 2018