



# FDF Action on Fibre

## FDF Consumer Polling on Fibre

Ahead of launching [Action on Fibre](#), the FDF wanted to find out what people really thought about fibre and the benefits it brings to the diet. The FDF commissioned [Censuswide](#)<sup>1</sup> to conduct polling research. The results might surprise you!

- Did you know that only 1 in 3 people know that the recommended daily amount of fibre for adults is 30g, and around 70% of people are unaware if they meet the recommendation?
- When it comes to sources of fibre, the majority of people are aware that wholemeal bread (59%), baked beans (50%) and jacket potatoes (42%) contain fibre, however there were also some misconceptions about sources of fibre for example 1 in 10 thought that eggs were a good source!
- A diet high in fibre has many health benefits. The most commonly known being digestive health, which 60% of people were aware of. However only 1 in 4 people know that a high fibre diet can reduce your risk of type 2 diabetes, and over 10% of people didn't know what any of the benefits of fibre were.
- Knowing about the benefits and sources of fibre is an important step to enabling people to boost their intakes, but how do people get their information? Close to 1 in 3 people haven't heard of the benefits of fibre and 25% of people hear about the benefits from product information in supermarkets or online. There are many great resources on fibre<sup>2</sup>, but it is important that people know where to find them.
- So, what did people feel would help them eat more fibre? 28% said a clearer understanding of their current intake and how much more they need to eat to meet the target. Over 1 in 5 people said new high fibre products in the supermarket is the answer.

These results show just how important it is to raise awareness of the benefits a high fibre diet brings, sources of fibre and helpful tips to bridge the gap and reach the 30g recommendation. This highlights an important opportunity for food and drink manufacturers to help make it easier for consumers to meet the target. As such, the FDF and our members are excited to launch [Action on Fibre](#) to help bridge the gap in fibre intakes. Participating members have made a wide range of [commitments](#) to make higher fibre diets more appealing, normal and easy for the population. Please read more about the action our members are taking [here](#).

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<sup>1</sup> The research was conducted by Censuswide on behalf of FDF of 1,000 general consumers (Nationally Representative) between 03.06.2021 - 16.06.2021. Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles.

<sup>2</sup> BNF Dietary Fibre information page

NHS – How to get more fibre into your diet

BDA – Fibre food fact sheet