What We're Watching

No.08 - 2026

Meet the ingredient turning nutritional credibility into marketplace momentum:

Flaxseed



- Seeds, led by flaxseeds, have risen in prominence as a regular part of consumer eating and dietary consideration. Most consumers are familiar with flaxseed and strongly credit the ingredient with favorable perceptions for its nutritional contributions, especially support of the two most prioritized benefits: protein ***and*** fiber.

- Food manufacturers continue to expand their use of flaxseed, innovation efforts validated by both strong marketplace performance and favorable alignment with multiple benefit priorities that are driving consumer choices.

Implications and Opportunities:

- **Leverage** flaxseed's **strong** consumer **awareness** and **nutritional credibility** as an ingredient that is already understood and associated with positive wellness benefits
- **Prioritize** flaxseed in products **targeting protein** and **fiber** delivery, but also **gluten-free**, **clean label** and **organic** characteristics
- Think **beyond traditional** finished product applications: flaxseed's growing presence across categories confirms opportunities in **snacks**, **cereals**, **pastas** and other nutrition-focused products

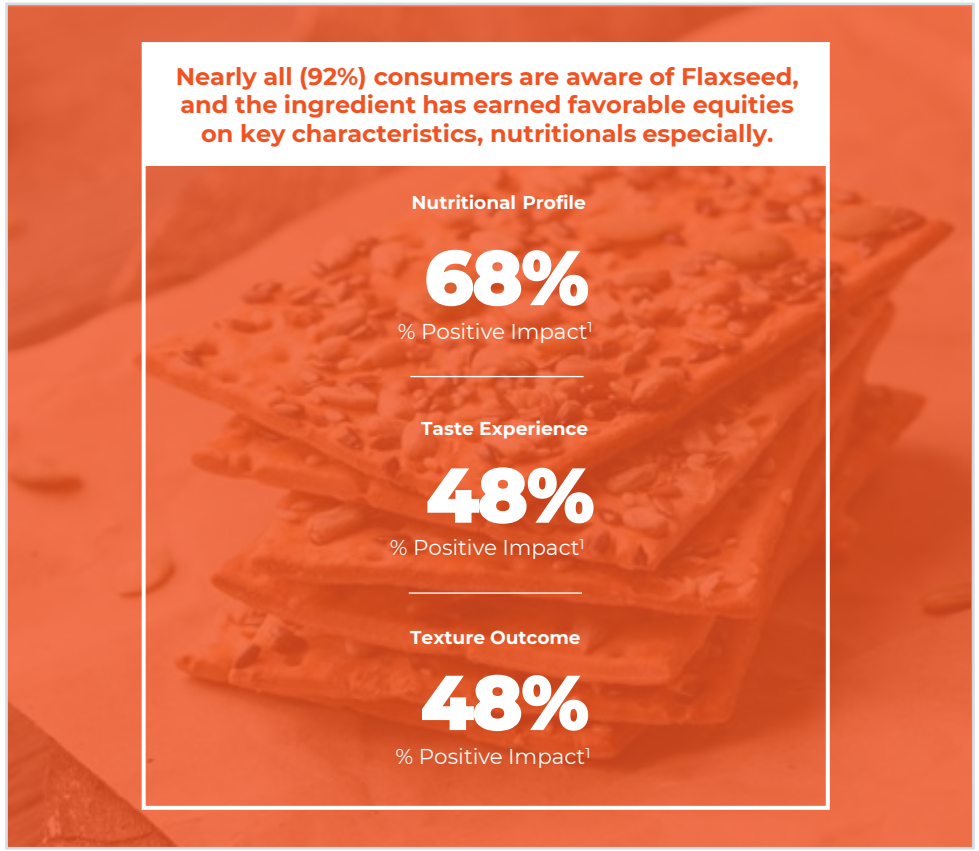
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Consumer demand for protein, fiber and other benefits is creating new opportunities for Flaxseed across food categories.



Nearly all (92%) consumers are aware of Flaxseed, and the ingredient has earned favorable equities on key characteristics, nutritionals especially.

Nutritional Profile

68%

% Positive Impact[1]

Taste Experience

48%

% Positive Impact[1]

Texture Outcome

48%

% Positive Impact[1]

Finished products including Flaxseed as an ingredient are experiencing strong volume growth in CPG.

Volume (Lb. Eq.) Sales of Products with Flaxseed Stated: Year to Date[2]

Category*	% Change
Cereal and Granola Bars	+279%
Shelf Stable Pizza Crusts and Kits	+38%
Prepackaged Cookies	+35%
Bagel Chip/Pita Chip/Pretzel Chip	+8%
Crackers	+6%

*non-exhaustive

Seeds (including Flaxseed) have gained a strong presence within eating behaviors, especially among younger consumers.

67% of U.S. consumers report eating ***seeds*** (any) a few times a month or more often

Monthly + consumption incidence among younger (**18-34**) climbs to **72%**[1]

Products including Flaxseed come to market with variety of claims/positionings – especially two of the most in-demand Protein and Fiber.

Top Claims/Positionings on Products with Flaxseed as an Ingredient[3]*

- High/Source of Protein
- No Additives/Preservatives
- Gluten-Free
- High/Source of Fiber
- Digestive/Gut Health
- Vegan
- Immune Health
- Organic

*non-exhaustive

Pace of new product innovation that includes Flaxseed as an ingredient is on the rise in multiple categories.

Share of F&B Product Launches with Flaxseed as Ingredient: 2026 (ytd) vs 2025[3]

Subcategory*	% Change
Prepared Pasta & Noodles	+171%
Sweet Biscuits/Cookies	+45%
Cold Cereal	+43%
Snack Nuts & Seeds	+19%
Baking Ingredients & Mixes	+13%

*non-exhaustive

1- Ardent Mills Proprietary Research, U.S. Adults 18+, 'positive impact' results are among consumers aware of Flaxseed; 2- Nielsen, Total FMCG + Convenience, Year to Date through October 24, 2026; 3- Innova Market Insights, year to date = November

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