

What We're Watching

02 - 2026

'Slop' was named the word of 2025.¹

Satiety might just be an early odds-on favorite for 2026.

- ◆ Satiety - the feeling of fullness and satisfaction that signals one to stop eating – has long been a weight-management grail for consumers. GLP-1 medications have recently made the quality more accessible than ever before.³ But even with all the 'success' of GLP-1 medications, consumers widely prefer to achieve satiety through natural solutions. Protein, Fiber, Whole Grains (the combination, better yet) offer real opportunity to the food industry.
- ◆ Multiple marketplace disruptors⁴ have many stakeholders in the food industry effectively scrambling to connect with quickly evolving consumer priorities, including the pursuit of satiety. New products coming to market with specific ingredients and benefits that support satiety are dynamically on the rise. And the efforts are being paid-off with increased consumer consideration across multiple food categories.

Implications and Opportunities:

- **Prioritize satiety** as a benefit deliverable across your product portfolio or menu. Start with **Protein, Fiber, Whole Grains**.
- **Focus** on single ingredients that can contribute **multiple** benefits to a food item – consumers react most favorably to combined ('**stacked**') benefits.
- **Leverage grains** and **pulses** in formulation efforts – ingredients that can support satiety and that are strongly endorsed by consumers as effective for the purpose.

¹ Merriam Webster; ² Ardent Mills subject matter expertise; ³ Ardent Mills proprietary research indicates that about 1 in 10 U.S. adults is currently using GLP-1 medications; ⁴ others include, but are not limited to, renewed consumer commitment to wellness, avoidance of processed foods, new federal guidance and regulations; image generated via AI

What We're Watching

02 - 2026

'Natural' ingredients are a satiety solution consumers seek, including grains and pulses.

Satiety is a top tier goal among consumers, especially if they can achieve it through foods and ingredients rather than medications.

Satiety is Important to Daily Eating Goals¹

85%

of consumers 18+

Preference for Achieving Satiety¹

85%

'Natural' Foods/Ingredients

15%

Medications

Food manufacturers recognize growing consumer interest in satiety-supporting characteristics and are innovating quickly.

Share of New F&B Products with the Respective Claim/Positioning: 2025 vs 2024²

Claim/Positioning	% Change
High/Source of Protein	+7%
High/Source of Fiber	+12%
Whole Grain	+17%
Fiber AND Protein AND Whole Grain	+50%
Satiety	+67%

Consumers are 'talking about' satiety more than ever and discussion is accelerating in early 2026.

+6% year-over-year consumer social discussion of 'satiety'³

During January 2026, discussion paced at +36% over the previous month (December 2025)³

Looking for a type of ingredient that can support satiety? Consumers strongly endorse grains and pulses as a lead option.

82% of consumers agree: 'Grains/Pulses can play a positive role in satiety'¹

Agreement rises to 93% among consumers who report currently taking GLP-1 medications¹

Combined (aka 'stacked') benefits of Fiber and Plant-Protein are driving unit sales across a variety of categories.

Last 52 Weeks Unit Sales of Products with both Fiber AND Plant-Protein Claims Stated⁴

Category*	% Change
Cereal & Granola Bars	+445%
Shelf Stable Main Course	+56%
Sandwich Prepackaged Bread	+51%
Shelf Stable Pasta and Noodles	+17%
Plant-Based Snacks	+2%

*non-exhaustive