

COMET 2026 TREND PREDICTIONS



Prebiotics Market Overview

Prebiotics continue to gain undeniable traction, expanding well beyond supplements and into nearly every aisle of the grocery store. The global prebiotics market is projected to reach an impressive **\$21.77 billion** by 2030, demonstrating its value as a functional ingredient.¹

The majority of consumers (65%) are now not only familiar with the benefits of prebiotics but also interested in them (55%).²

In the coming year, consumer interest in prebiotics will only grow, fueled by:

- ▶ Increasing health awareness and rising regulatory pressures accelerating **demand for science-backed functional ingredients** in CPG foods across categories
- ▶ **GLP-1 medication users' prioritization of gut-healthy ingredients** to manage symptoms and achieve satiety benefits naturally when coming off of medication
- ▶ Advances in biotics research and growing appreciation of the **microbiome's pivotal role in health across the body**

For forward-thinking brands, the question isn't *if* prebiotics belong in your portfolio — it's *how* they can be used to accelerate innovation and capture rising demand.

How We Identify Trends

Each year, the COMET team uses our crystal ball to identify the next big opportunities in the prebiotic space.

This report draws on our proprietary consumer insights, the conversations shaping behavior, and new product innovations to reveal how brands can meet growing consumer demand for prebiotic products.



COMET Gut Health Index

What are consumers' preferences & perceptions of gut health ingredients?



Google Search Analytics

What are consumers searching for?



Social Listening

What conversations are consumers having & what are they viewing?



New Product Lauches & Claims

How is the industry responding?

2026 Trend Predictions

#1

PREBIOTICS ARE PROTEIN'S BESTIE

In 2025, the “proteinification” of everything reached new heights, but with **85% of Americans meeting their protein needs and an alarming 94% missing fiber goals¹**, attention is turning to how prebiotics can provide gut health benefits in high protein options across categories.

#2

PREBIOTIC BLENDS FLOURISH

It's time to move beyond a one-size-fits-all approach and formulating with only a single prebiotic source. The next evolution in gut health will come from embracing **prebiotic blends that can feed more microbes in more individuals**.

#3

PREBIOTICS HIT THE RIGHT MOOD

Conversations around the gut-brain axis and its impact on mood are trending. Brands are responding with a **178% increase in prebiotic products with a brain or nervous system functional claim over the last 5 years.²** Expect to see more formulations pairing targeted prebiotics with **nootropics, probiotics, or postbiotics to boost mood**.

TREND #1

Prebiotics are Protein's Bestie

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In 2025, the food and beverage industry experienced the “**proteinification**” of everything. Influenced by social media, the pursuit of leaner physiques and research on protein's importance in healthy aging, consumers are embracing high-protein diets. Brands have rapidly expanded offerings to meet demand in every format from popcorn to popsicles.

Yet as protein dominates the plate, a critical question is emerging: *what is happening in the gut?*

Nearly 94% of Americans fail to meet daily fiber recommendations, while 85% percent meet or exceed their protein needs.¹ With colon cancer on the rise and over 40 percent of adults dealing with GI issues,² attention is rightfully turning to gut health.

Similar to protein, fiber, particularly prebiotic fiber, has been shown to have satiety and weight management benefits. While protein is vital for muscle and metabolism, excess protein fermentation from high-protein diets can lead to the production of compounds such as ammonia and branched-chain fatty acids (bCFAs), which are linked to gut dysbiosis.³

Whereas prebiotic fibers can be fermented into short-chain fatty acids (SCFAs) like butyrate, which strengthen the gut barrier, reduce inflammation and can even help boost GLP-1 satiety hormones naturally.⁴⁻⁶

Fiber is the new protein



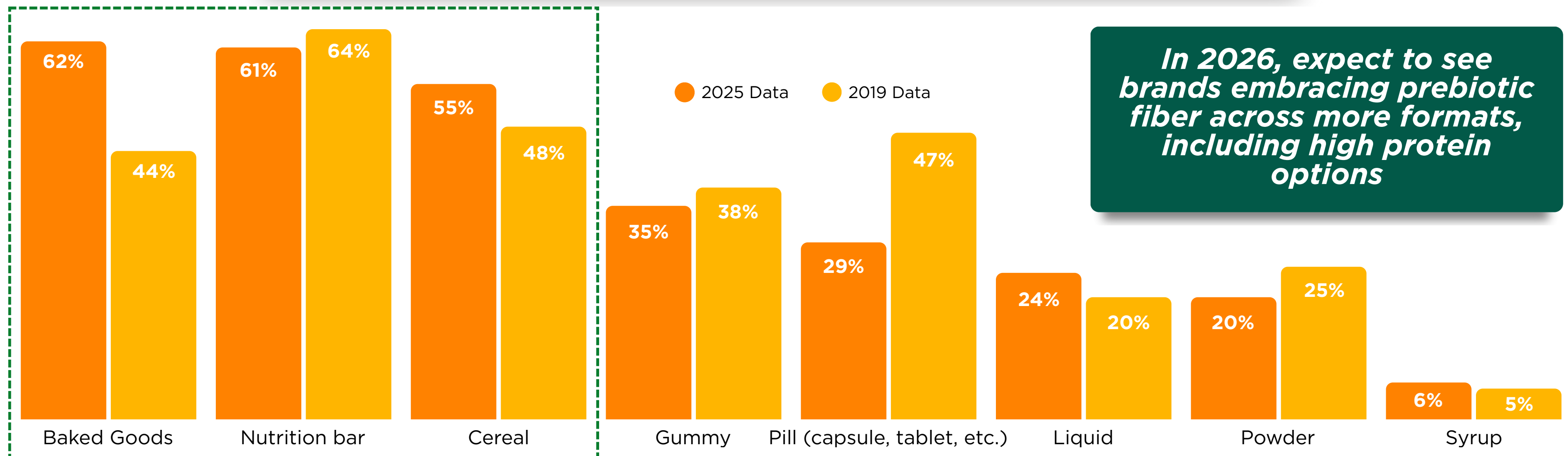
1. U.S. Department of Agriculture and National Institutes of Health . Dietary Guidelines for Americans 2020–2025. 9th ed. US Department of Agriculture and US National Institutes of Health; Washington, DC, USA: 2020
2. Powers Health. (2025, July 21). GI Cancers On The Rise Among Younger Adults. HealthDay News.
3. Palsson, O., Simrén, M., Sperber, A. D., Bangdiwala, S., Hreinsson, J. P., & Aziz, I. (2025). The Prevalence and Burden of Disorders of Gut-Brain Interaction (DGBI) Before versus After the COVID-19 Pandemic. Clinical Gastroenterology and Hepatology. <https://doi.org/10.1016/j.cgh.2025.07.012>
4. Macfarlane, G. Estimation of short-chain fatty acid production from protein by human intestinal bacteria based on branched-chain fatty acid measurements. FEMS Microbiol. Lett. 1992, 101, 81–88.
5. Various studies including Xiong, et al 2022, Chambers et al, 2015, Hosseini et al 2011, Gonzelez et al, 2019, Tedelind et al, 2007, Frost et al, 2014, Mazidi et al, 2023, Tilves et al, 2022, Cushing et al, 2015, Hamer et al, 2008, Coppola et al 2021, Nogal et al. 2021.
6. Zhang, D., Jian, YP., Zhang, YN. et al. Short-chain fatty acids in diseases. Cell Commun Signal 21, 212 (2023).

Prebiotics are Protein's Bestie

COMET's 2025 Gut Health Index shows that while 61% of consumers are looking to increase their protein intake, interest in gut health ingredients stands strong. **Nearly half (48%) of consumer are seeking more fiber and one in four want to add more prebiotics to their diets.**¹

Much like protein, consumers want prebiotic fiber in formats beyond supplements, with interest in prebiotic fiber in baked goods, nutrition bars and cereal continuing to gain momentum since COMET's 2019 Gut Health Index.

Consumers Prefer Prebiotic Fiber in Food Formats Over Supplements



Brands Getting it Right

These brands rise to the occasion, **feeding microbes and muscles**, in every moment of consumption



TAKING STOCK PREBIOTIC SIPPING BROTH

is formulated with complete protein, Arrabina® prebiotic fiber, functional herbs, and trace mineral electrolytes, meant to be “satisfying and supportive without weighing you down”

AIDER GOODS ICE CREAM

delivers high protein and Arrabina® prebiotic fiber to support both metabolic and digestive health



ADDAY PORRIDGE

features 20g of protein and 6g of prebiotic fiber for a satisfying meal “helping you stay nourished on your weight loss journey”

TREND #2

Prebiotic Blends Flourish

Prebiotic Blends Flourish

Just as probiotics evolved from single-strain formulations to multi-strain blends, prebiotics are following a similar path. **Brands are moving beyond one-dimensional formulas with a single prebiotic source and developing blends with greater diversity of prebiotics**, which can translate to greater diversity of benefits for a greater number of people.¹⁻³

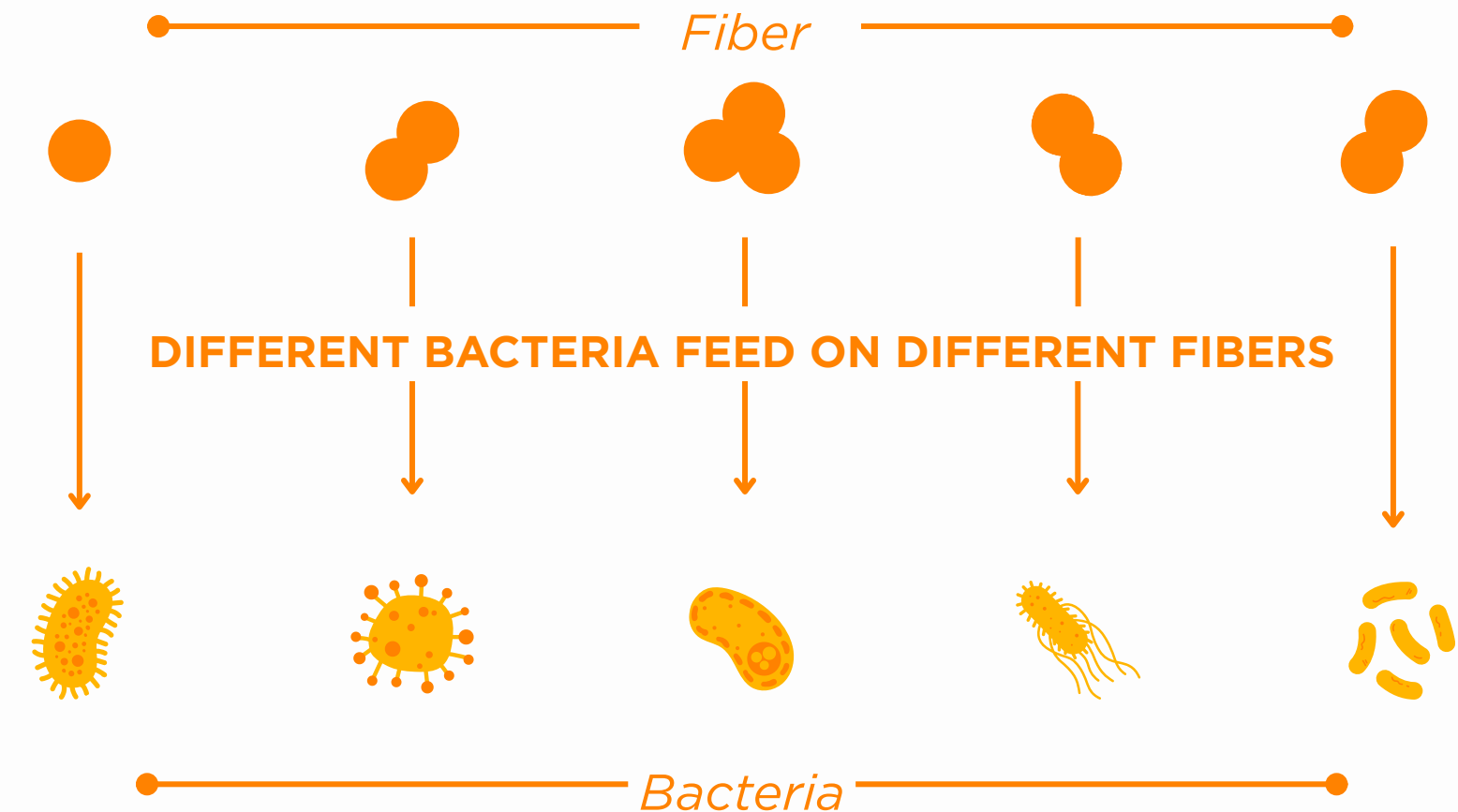
With new research shedding light on the negative impact of modern diets on microbiome diversity, the emphasis on consuming a variety of prebiotic sources will only grow in coming years.⁴



The shift is already visible across beverages and supplements, with **brands like OLIPOP using proprietary blends such as OLISMART™ to deliver multiple prebiotic fibers in a single formulation.**

As consumers grow more familiar with microbiome diversity, the language on pack will evolve to include “multiple prebiotic fibers,” similar to “billions of probiotics” signaling more complete gut support.

Your Gut Microbes Crave Variety



In 2026, expect to see more brands embracing the diversity of prebiotics options and blends in formulations

1. Chambers ES, et al. Role of Gut Microbiota-Generated Short-Chain Fatty Acids in Metabolic and Cardiovascular Health. Current Nutrition Reports. 2018;7(4):198-206.
2. Spragge F, et al. Microbiome diversity protects against pathogens by nutrient blocking. Science. 2023;382(6676).
3. Deng F, et al. The gut microbiome of healthy long-living people. Aging. 2019;11(2):289-290.
4. Sprockett, D. D., & Kostic, A. (2023). Understanding the impact of diversity loss within the gut microbiome. Trends in Microbiology, Article S1931-3128(23)00301-3.

DIVERSE FIBER, DIVERSE BENEFITS

Not all prebiotic fibers are created equal. Many only contain one type of dietary fiber.

Arrabina® is a prebiotic fiber gently extracted from wheat without the use of harsh chemicals, preserving its natural diversity intact, which includes soluble arabinoxylan, polyphenols, XOS, lignin, and beta-glucan.

Its diversity of prebiotic fibers translates to a broader range of health benefits for a larger number of individuals, including the proliferation of various types of beneficial bacteria and the production of diverse short-chain fatty acids.¹⁻³



Beneficial Bacteria Growth



Inulin @ 5g

Bifidobacteriaceae
Coriobacteriaceae



Arrabina® L @ 2g

Bifidobacteriaceae
Anaerobutyricum hallii
Faecalibacterium prausnitzii
Lawsonbacter assachrolvticus
Subdoligranulumus
Roseburia instestinalis



Arrabina® P @ 3g

Bifidobacteriaceae
Prevoltellaceae
Acidaminococca
Bacteroides spp.
Phocaeicola spp.
Parabacteroides spp.
Phascaolarctobacterium spp.

**20% better
alpha diversity**

**16% better
alpha diversity**

Based on an ex-vivo gut stimulation study, both grades of Arrabina® **promote greater alpha diversity of beneficial bacteria at a lower dose** than inulin⁴

1. Chambers ES, et al. Role of Gut Microbiota-Generated Short-Chain Fatty Acids in Metabolic and Cardiovascular Health. Current Nutrition Reports. 2018;7(4):198-206.
2. Spragge F, et al. Microbiome diversity protects against pathogens by nutrient blocking. Science. 2023;382(6676).
3. Deng F, et al. The gut microbiome of healthy long-living people. Aging. 2019;11(2):289-290.
4. Cryptobiotix 2024 SHIME-like in-vitro study; data on file.

Brands Getting it Right

These brands are getting it right by using a **variety of prebiotic fibers** to fuel a balanced gut



JUICE PLUS SUPER-BIOME PREBIOTIC

delivers 20 billion CFU from 9 diverse probiotic species plus a gentle 6-in-1 prebiotic fiber blend that includes: Arrabina® Prebiotic Fiber, XOS, Inulin (Jerusalem Artichoke), Chicory Root Fiber, Acacia Gum & FOS



FLOURA BAR

created by the founder of Jenni's ice cream, each bar contains 13 grams of diverse fiber from upcycled produce to "transform forgotten abundance into vital nourishment"



EC SPORTS GREENS & REDS SUPERFOODS

contains a "digestive reset blend" that is comprised of Arrabina® Prebiotic Fiber, Chicory Root, Psyllium Husk, Nopal Cactus & Glucomannan



CORE 7

all-in-one supplement that fills nutritional gaps and supports gut health with ingredients including Arrabina® Prebiotic Fiber, probiotics, a digestive enzyme blend & more

TREND #3

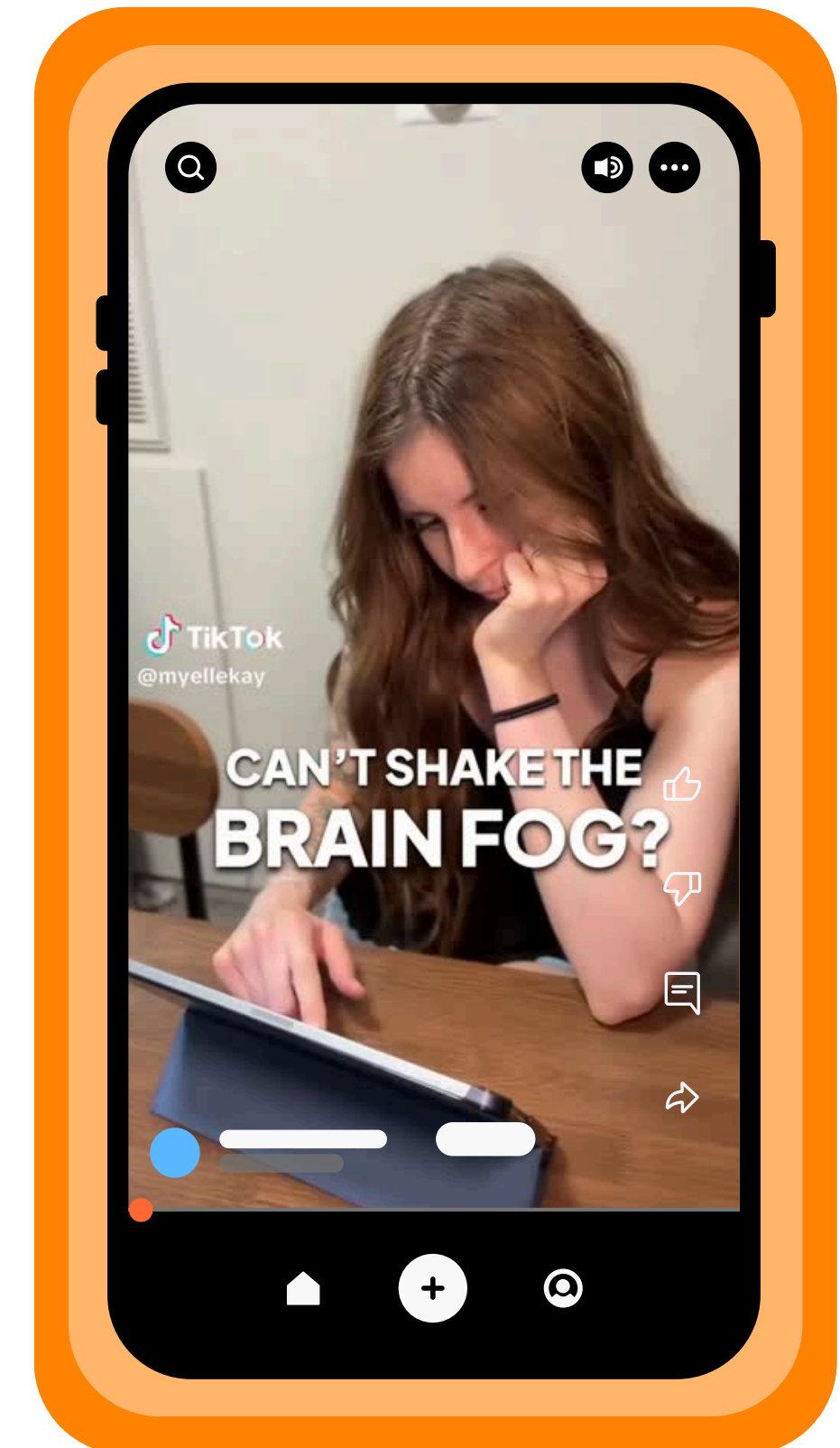
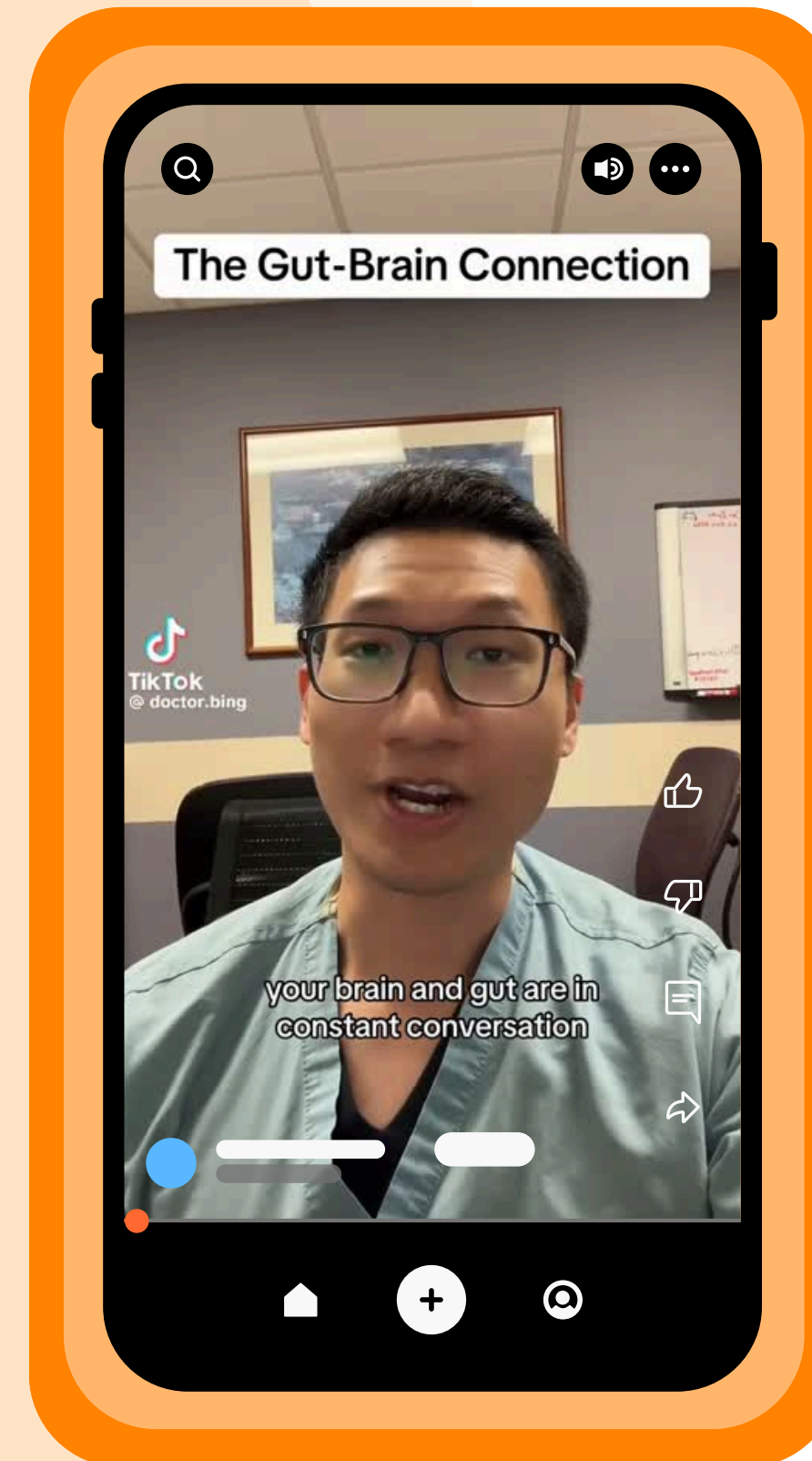
Prebiotics Hit The Right Mood

Prebiotics Hit The Right Mood

Consumer understanding and appreciation of the gut-brain axis is reaching new heights. This is not surprising, as **1 in 2 consumers report being very concerned about their mental health.**¹

In the next 12-24 months, continued interest in the 'gut-brain axis' is predicted to rise as it already shows a 71% surge in interest with 1260 online conversations. **"Improved mood" has emerged as a key focus**, having generated 53,544 conversations, showing a 30% increase in interest in the last year.²

Prebiotics can benefit cognitive function and mood, including depression and anxiety, through several mechanisms of action, including the production of short-chain fatty acids, the synthesis of neurotransmitters, and the regulation of inflammation.³



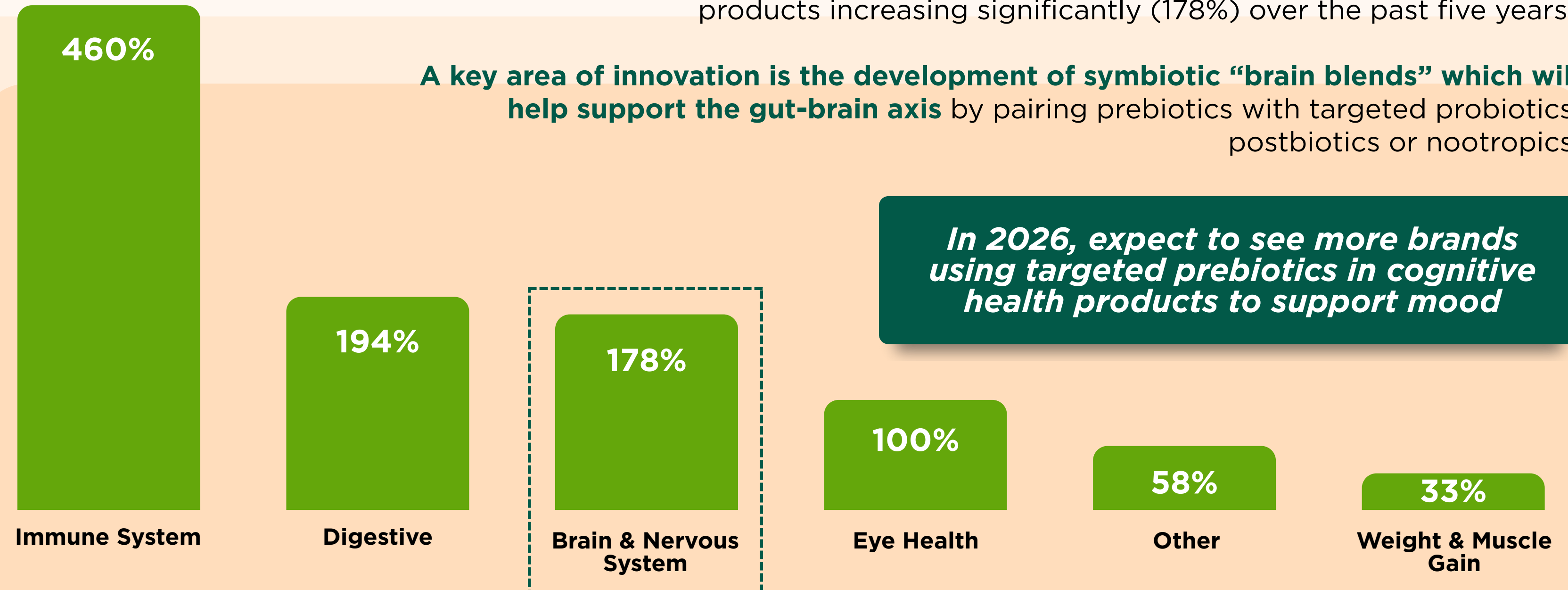
1. Innova Health & Nutrition Survey 2025
2. Black Swan Data, USA Snacking July 2023-July 2025\
3. Yang, Yongde, et al. "Prebiotics for depression: how does the gut microbiota play a role?" Frontiers in Nutrition, vol. 10, 5 July 2023, p. 1206468. Frontiers, doi:10.3389/fnut.2023.1206468

Prebiotics Hit The Right Mood

Brands are responding with brain and nervous system functional claims on prebiotic products increasing significantly (178%) over the past five years.¹

A key area of innovation is the development of symbiotic “brain blends” which will help support the gut-brain axis by pairing prebiotics with targeted probiotics, postbiotics or nootropics.

In 2026, expect to see more brands using targeted prebiotics in cognitive health products to support mood



% Change Functional Claims in Prebiotic Products¹

1. Mintel, Global New Products Database. North America, launches with prebiotic ingredients. Q1 2020 - Q2 2025

Brands Getting it Right

These products focus on how prebiotics can help **support brain health** by supplying essential nutrients targeting the gut-brain axis



PYM MOOD BIOTICS

is a 6-strain probiotic and prebiotic blend designed to support the gut-brain connection for optimal neurotransmitter signaling, improved mood & brain performance

LIFTED NATURALS MOOD BOOSTING PROBIOTIC

contains GOS prebiotic to help with stress and mood



SEED AM-02™ ENERGY + FOCUS SUPPLEMENT

with pre and postbiotics for “targeted nutrient delivery to the gut brain axis”

About the Authors



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is the Vice President of Marketing & Nutrition Affairs at COMET, where she drives the brand and clinical strategy for COMET's functional ingredient portfolio, including Arrabina® prebiotic fiber. As a Registered Dietitian, Hannah uses her expertise to support claim substantiation, innovation roadmaps and an insights-driven customer strategy. Before joining COMET, Hannah worked in nutrition marketing at leading global market research and marketing firms.

TAYLOR DAVIS

is the Marketing Manager at COMET, where she manages content development and insights-driven storytelling for the company's flagship prebiotic fiber, Arrabina®.

With a background in marketing and a passion for health and wellness, Taylor translates complex topics into clear, compelling narratives that resonate with both industry professionals and consumers. She collaborates across R&D, sales, and regulatory teams to position COMET at the forefront of the gut health and functional ingredient space.



About COMET



COMET is an award-winning food ingredients manufacturer based in London, Ontario, and Schaumburg, Illinois. COMET is the only company with the IP and expertise needed to create Arrabina[®], a proprietary line of gluten-free soluble wheat fibers containing a natural blend of prebiotics including arabinoxylans, beta-glucan, lignin and polyphenols.

Arrabina[®] comes in multiple grades to meet formulation needs and is Upcycled Certified[™], NutraStrong[™] Prebiotic Verified, FODMAP Friendly, Non-GMO Project Verified, and NSF Gluten-Free.