



Ms. Suchitra Tripathy Head of Technical Services Food and Beverage Biosolutions at Novonosis, South Asia presented on **Biosolutions for Healthier Bakery Products**

Ms. Suchitra's presentation highlighted the growing consumer demand for healthier baked goods and the significant trends shaping the food industry in 2025. Consumers are increasingly prioritizing health and wellness, seeking products with specific health benefits like gut health support, and are willing to pay more for these options. This has led to a focus on "better-for-you" baked goods with reduced fat, sugar, and chemicals, and increased protein and fiber content.

The presentation emphasized that consumers carefully evaluate product labels, focusing on ingredients and nutritional information, and that texture remains a key factor in their purchasing decisions.

