

Unlocking pectin's powerful potential

The on-trend ingredient in jams, dairy and more!



Sourced from citrus peels and apple pomace, pectin has label-friendly appeal for a wide range of applications.

It features in everything from ice cream to vegan gummies. Jams remain the biggest application area for pectin, while dairy is providing more and more opportunities. Pectin is especially popular in vegan and reduced-sugar formulations.

↑ **7%**
growth in new product launches containing pectin in Europe (2023 vs. 2022).¹



Pectin is a traditional performer in jams¹

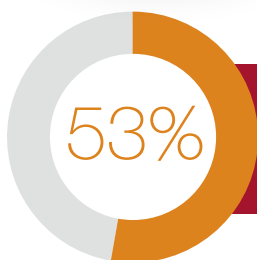
80%

of new spreads launches contain pectin

Pectin stakes its claim in dairy¹

55%

of all new spoonable dairy and plant-based yogurt include pectin



53% of European consumers are familiar with pectin as a key ingredient in food.²

A strong performer in organic products



30% of jam and **25% of dairy** launches containing pectin featured "organic" claims.¹

Sugar reduction potential

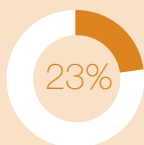


In 2023 in EMEA, **83% of jam** and **33% of dairy** launches containing pectin featured a "reduced sugar" claim.¹

Pectin's powerful sustainability appeal



Pectin production uses fruit peels from juicing, **efficiently utilizing the whole fruit** and **reducing waste**.



23% of consumers associate "label-friendly" with **environmental friendliness**, which aligns with pectin's sustainable attributes.²

Discover what UniPECTINE® will do for your jams and dairy products

Explore our pectin solutions and discover how our passionate teams will help you meet your unique formulation and texture needs while giving a label-friendly twist to your jams and dairy product at cargill.com/food-bev/emea/texturizers/pectin or contact your account manager today.

UniPECTINE®
Uniquely perfected for you

¹ Innova Market Insights, 2024.

² Innova Health & Nutrition Survey, 2023 (average: 11 countries).