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Horlicks taps into diabetes segment with launch of 'Horlicks Diabetes Plus'

The Horlicks Plus range, a set of specialized brands formulated by the Hindustan Unilever Limited (HUL) to solve nutritional deficiencies, has forayed into the segment of Diabetes. Diabetes Plus, introduced by Horlicks, is a nutritional beverage which has

By **Manbeena Chawla** | November 17, 2021



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The major life changes that come with diabetes have led to dissonance with consumers constantly looking for solutions to help manage diabetes better

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It contains high fibre (22% of dual blend fibre). Research has shown that a diet rich in fibre helps reduce glucose and lipids in the blood. Horlicks Diabetes Plus is high in protein and contains 16 vital nutrients. It contains Fibersol-2 and NUTRIOSE®. These fibres are known to promote satiety and reduce calorie intake.

Krishnan Sundaram, Vice President, Nutrition, HUL said “Diabetes is equivalent of a pandemic and India is facing an increasing burden of it with 24 Cr diabetics and prediabetics. We know that, nutrition and lifestyle can play a key role in its management. We are launching Horlicks Diabetes Plus, a supplement specifically formulated for at risk and diabetic individuals. With our communication, we want to educate consumers about the importance of high fibre for diabetics, and how Diabetes Plus which has dual blend high fibre fulfills 26% of your daily fibre requirement.“

Read online: https://nuffoodsspectrum.in/news/15/18256/horlicks-taps-into-diabetes-segment-with-launch-of-horlicks-diabetes-plus.html

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