

CONSUMER SWEETENER AWARENESS STILL LAGGING EDUCATION NEEDED

In a 2018 survey, **1,500 U.S. consumers** were asked about their usage and understanding of sugar and sweeteners. Comparisons to the 2017 survey are also found where the data are available.

So, what did we learn?

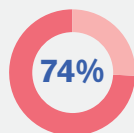
SUGAR REMAINS MOST POPULAR

When asked about use of sugars and sweeteners, **77% REPORTED CONSUMING TABLE SUGAR IN THE PAST 30 DAYS, MORE THAN ANY OTHER SWEETENER.**

This number is up from 72% in our 2017 survey.

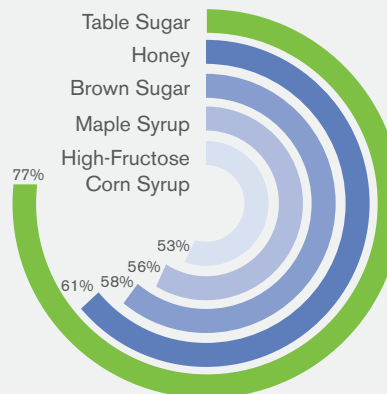


More than 2/3 of respondents (68%) report it is fine to eat sugary food as an occasional treat. This number is down from 80% in 2017.



Of consumers believe a healthy diet isn't about avoiding things like fat, sugar and carbs, but is about practicing moderation.

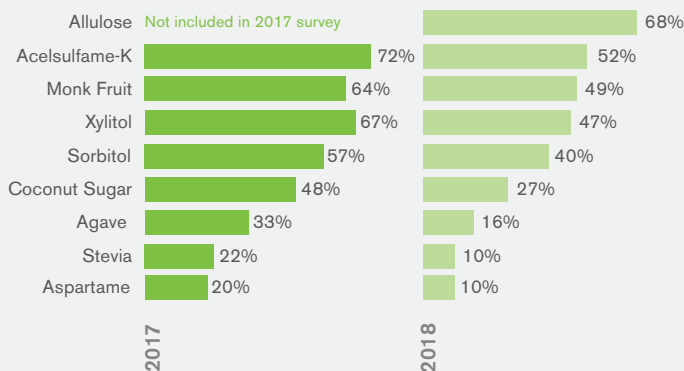
MOST FREQUENTLY USED SWEETENERS



MOST CONSUMERS LACK SWEETENER KNOWLEDGE AND AWARENESS BUT INTERESTED IN LEARNING MORE

Consumers are unfamiliar with many of the alternative sweeteners that are increasingly used in the food supply but are more familiar with them than they were last year.

PERCENT OF CONSUMERS WHO HAVE NEVER HEARD OF THE FOLLOWING SWEETENERS



CONSUMERS WANT NATURAL

67% OF CONSUMERS WOULD LIKE TO SEE NATURALLY SOURCED SUGARS in more food/drinks, but many are unable to identify sugars that are naturally occurring. Even though it is naturally occurring, only **29% OF CONSUMERS** put table sugar in this category (honey is #1 at 79%)

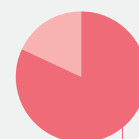


However, **51% OF PEOPLE AGREED** with the statement **"SUGAR IS A NATURAL SWEETENER."** This number is down from 65% in 2017 and highlights that the terminology to describe sugar as "natural" has an impact on perception.

NUTRITION FACTS LABEL AND INGREDIENTS LIST ARE PRIMARY SOURCES OF INFORMATION



87% report they are regular or sometimes label readers



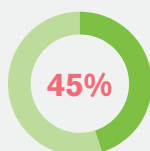
82% use Nutrition Facts Panel



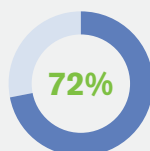
80% use ingredients list



When presented with a sample product, **FEWER THAN 4 IN 10** consumers correctly identified the number of sweeteners on the ingredient list. And, consumers who feel they are well informed are not any more likely to correctly identify sweeteners in a product, suggesting an inflated view of sweetener knowledge.



of consumers recognize they are lacking in sweetener knowledge.



are interested in learning more about sweeteners.

CONSUMERS ARE NOT LOOKING AT THE ENTIRE NUTRIENT PACKAGE OF FOODS

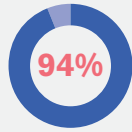
FOR 66% OF SURVEY PARTICIPANTS

added sugars are more important than fat, calories, and nutrients.

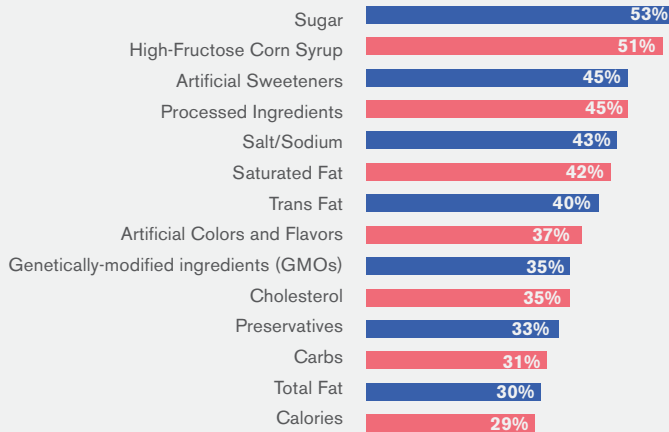


Consumers are more likely to check the sugar content for these products (listed in rank order): Beverages (including soda, juice), Cereal, Cookies, Yogurt, Sauces, Soup, Snacks/Bars, Frozen foods

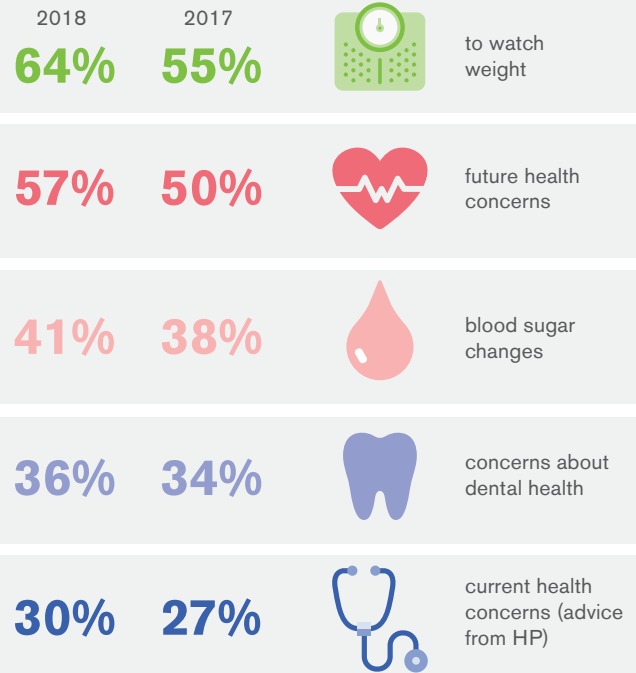
SWEETENERS, PROCESSED INGREDIENTS TOP LIST OF WHAT CONSUMERS TRY TO AVOID



look to avoid or minimize one or more ingredients in their diet. Sugar tops this list, here's how other factors stack up:



WEIGHT CONCERNS MOST COMMON REASON FOR LIMITING SUGAR

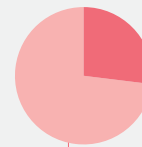


REDUCED SUGAR PRODUCT (LESS SWEET) MOST POPULAR APPROACH TO REDUCING SUGAR INTAKE

A little more than half of all shoppers monitor their added sugars intake. When presented with three approaches to reducing added sugars, looking for a reduced sugar alternative was the most popular among survey participants.



Look for a reduced sugar alternative (less sweet, no additional sweeteners)



Look for a zero sugar alternative (just as sweet, using non-caloric sweeteners)



Buy the same as always, but eat it less often or less of it

MANY CONSUMERS MISINFORMED: THERE'S A NEED FOR ACCURATE INFORMATION

72%
BELIEVE

we consume twice as much sugar as we did a decade ago.

→ **THIS IS FALSE.** Added sugars consumption has been declining since 1999, and has decreased almost 10% in the past decade.

ONLY 39%
BELIEVE

there are 15 calories in one teaspoon of sugar.

→ **BUT, IT'S TRUE.** just 15 calories per teaspoon.

ONLY 54%
BELIEVE

we eat more calories and live less-active lifestyles.

→ **BETWEEN 1970 AND 2010,** average daily calorie consumption increased by more than 450 calories! And as a society we do move a lot less.

58%
BELIEVE

sugar causes obesity. Obesity is a complex issue and there are **MANY FACTORS** that contribute. Excess calories from any source, including sugar, can lead to weight gain, increasing the risk of obesity and other chronic diseases. But authoritative scientific organizations agree, sugar is not a direct cause of obesity.