In a 2023 survey, 1,500 U.S. consumers were asked about their understanding of and feelings toward sugar and sweeteners. Comparisons to previous surveys included where data are available.

**CONSUMERS LIKE REAL SUGAR: KNOWING INTAKE RECOMMENDATIONS IMPORTANT**

**REAL SUGAR STILL RESONATES.**

When consumers are presented with the statement

“Real sugar is made by sugar cane and sugar beets grown on a farm.”

90% find it believable and 85% say it increases their confidence that sugar can be a part of a balanced diet.

**THE MAJORITY OF CONSUMERS AGREE:**

- Sugar helps food taste good
- Sugar comes from plants
- Sugar is natural

**CONSUMERS INCREASINGLY WANT TO KNOW HOW MUCH SUGAR THEY CAN HAVE IN A BALANCED DIET.**

81% of consumers say it is important to know the guidelines for sugar intake (up from 75% in 2021)

The dietary guidelines allow for 12 teaspoons or 50 grams a day from added sugars.

Yet 3 in 4 consumers think the limit is 40 grams per day or less

After learning the actual recommendation:

71% of consumers are more confident sugar can be part of a balanced diet (up from 42% in 2021)

**CONSUMERS ARE MODERATING THEIR INTAKE OF SUGAR, BUT AREN'T REPLACING SUGAR WITH ARTIFICIAL SWEETENERS.**

53% by eating food that is less sweet (sugar is reduced, no artificial sweeteners added)

33% by eating the same food but in smaller portions and/or less often (i.e. I moderate)

14% by eating foods that replace sugar with artificial sweeteners

**CONSUMERS SUPPORT OUR POLICY EFFORTS RELATED TO SWEETENERS.**

Fewer than half (49%) of consumers say artificial sweeteners are easy to identify on ingredient lists (down from 57% in 2021)

In fact, fewer than 5 in 10 were able to correctly identify sweetening ingredients from a list of food additives

When it comes to kids’ diets, 70% of consumers agree that USDA should NOT allow artificial sweeteners in school lunches served to children

More than 70% of consumers say it’s important to them to avoid artificial sweeteners in these pantry staples:

- Bread
- Yogurt
- Cereal
- Children’s cereal
- Granola bars
- Canned fruit
- Frozen fruits and vegetables

**SUGAR MOVES OUT OF TOP 5 ON THE LIST OF WHAT CONSUMERS SEVERELY LIMIT.**

A shift from five years ago when sugar was #1.

82% of consumers severely limit at least one dietary component

- Alcohol 39%
- High-fructose corn syrup 37%
- Artificial sweeteners 37%
- Sugar Substitutes 32%
- Added Sugars 29%
- Sugar 25%
- Saturated fat 24%
- GMOs 23%
- Processed food 23%
- Salt/Sodium 22%
- Cholesterol 18%
- Total fat 15%