

ALTERNATIVE SWEETENERS USE IN FOOD SUPPLY IS SOARING

Greater Transparency in Labeling Needed for Consumer Awareness

**5000%
INCREASE**

in product introductions
containing alternative sweeteners
from 1995-1999 compared
to 2020-2024.



Bread • Cereal • Granola bars • Yogurt
Ice cream • Milk • Children's beverages

SOME OF THE ALTERNATIVE SWEETENERS IN YOUR FOOD

- Xylitol
- Sorbitol
- Hydrogenated Starch Hydrolysates
- Saccharin
- Acesulfame Potassium
- Sucralose
- Isomalt
- Lactitol

ON AVERAGE,
EVERY YEAR
SINCE 2000,

OVER 1,000

NEW FOOD AND BEVERAGE PRODUCTS
entered the marketplace with a sugar claim.

87% of CONSUMERS

want to know if their food contains
artificial sweeteners, but **66%** of the
time consumers are **unable to**
correctly identify them on
food ingredient lists.



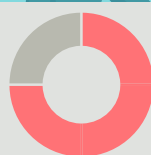
88% of PARENTS

want to know the amount of
artificial sweeteners in
their children's food
but this information
is not available.



55% of SHOPPERS

think products claiming to
be no/low or reduced sugar
are **lower in calories,**
but many are not.



74% OF
CONSUMERS

prefer ingredient labels that
identify sugar substitutes as
"SWEETENERS".

U.S. FDA SHOULD REQUIRE FOOD COMPANIES TO

ADD THE TERM

"Sweetener"
in parentheses
to sugar
substitutes
on ingredient
lists

CLEARLY LABEL

the amount of
sugar substitutes
on the front of
children's food
and beverage
products

REQUIRE

"Sweetened With..."
disclosure alongside
no/low/reduced sugar
claims if the product
contains sugar
substitutes

DISCLOSE

the potential
gastrointestinal
side effects from the
consumption of sugar
alcohols and certain
sugar substitutes

ENSURE

all sugar content
claims related to
no/low/reduced
sugar products are
truthful and
non-misleading