Over the last 5 years, the number of food products that contain at least one non-nutritive sweetener has increased by 300%.

Every year since 2000, over 2,000 new food and beverage products entered the marketplace with a “sugar free”, “no added sugar”, or low or reduced sugar claim.

76% of consumers want to know if their food contains sugar substitutes, but 63% of the time consumers are unable to correctly identify them on food ingredient lists.

73% of parents want to know the amount of sugar substitutes in their children’s food but this information is not available.

69% of shoppers think products claiming to be no/low or reduced sugar are lower in calories, but many are not.

66% of consumers want food companies to be required to identify sugar substitutes as “SWEETENERS” on ingredient labels.

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

SOME OF THE ALTERNATIVE SWEETENERS IN YOUR FOOD

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

OVER THE LAST 5 YEARS


Mintel GNPD, USA, 2000-2020.


U.S. FDA SHOULD REQUIRE FOOD COMPANIES TO

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