

CAMPAIGN FOR SWEETENER TRANSPARENCY

While once limited to use as tabletop sweeteners and in diet foods, sugar substitutes can now be found in a growing number of consumer products, including children's products.

New research shows consumers want more transparency around sweeteners.

Consumers want to know what's in their food



76%

think it is important to know when their food contains sugar substitutes.

But, when presented a list of ingredients, consumers **struggle to identify** which are sugar substitutes

63% of the time.

Percent correct Percent incorrect Percent unsure

Sweeteners



Food labeling is intended to help consumers make informed choices and the majority of consumers want more information about sugar substitutes than food labels currently provide.

54%

of respondents **would not expect** to find sugar substitutes in products containing them, based on current labeling practices.

73%

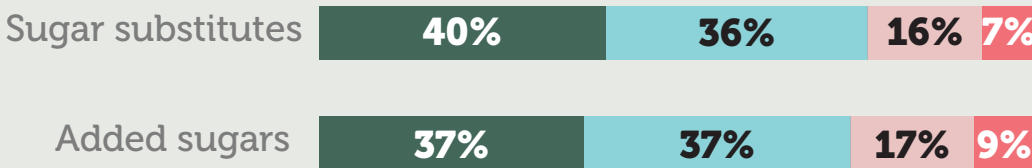
of parents think it's important to know the **amount** of sugar substitutes in their children's food.

66%

of consumers agree that sugar substitutes should be **clearly identified as sweeteners** on food labels.

Information about sugar substitutes is just as important to consumers as information about added sugars.

Very important Somewhat important Not very important Not at all important



It's time for complete **#Sweetener Transparency** on food labels.

#SweetenerTransparency



Sweetener Transparency Study
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