



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



87%

think it is **important to know** when their food contains artificial sweeteners.

But, when presented a list of ingredients, consumers **struggle to identify** which are artificial sweeteners

66%

of the time.

■ Percent correct
■ Percent incorrect
■ Percent unsure

Sweetener Identification



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

55%

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

88%

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

74%

of consumers prefer ingredient labels that identify sugar substitutes as "sweeteners".

Information about artificial sweeteners is just as important to consumers as information about sugar.

■ Very important
■ Somewhat important
■ Not very important
■ Not at all important

Artificial Sweeteners



Sugar



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

sugar.org



Consumer Study of Dietary
Habits and Views, April 2025

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There's more to sugar.