

# SWEET CONFUSION

In a 2017 survey, **800 CONSUMERS** were asked about their usage and understanding of sugar and sugars.

## SUGAR IS MOST POPULAR

When asked about use of sugars and sweeteners, **72% REPORTED USING WHITE GRANULATED SUGAR IN THE PAST 30 DAYS**

**MORE THAN 80%** of survey participants report it is fine to eat sugary food as an occasional treat

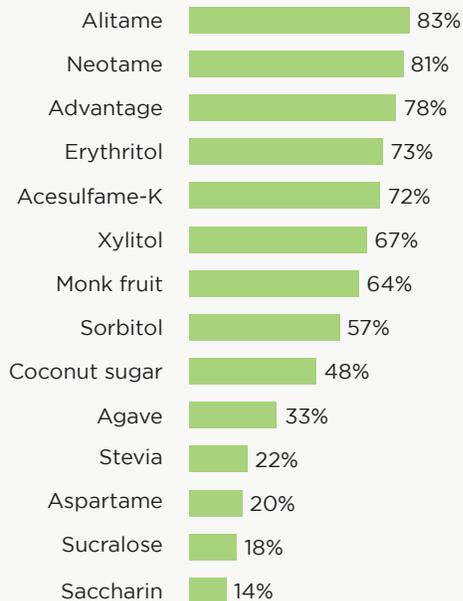


**SEVEN OUT OF 10** consumers would like to see more natural sugar in packaged items

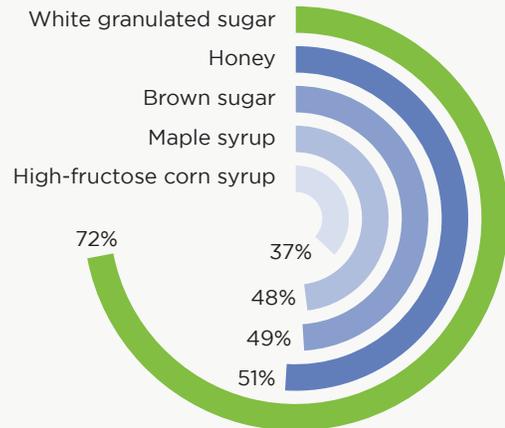
## CONSUMERS ARE UNFAMILIAR WITH THE NAMES OF OTHER SWEETENERS

This is important as manufacturers seek to reduce sugar in foods and beverages and other sweeteners are increasingly found in the food supply.

## PERCENT OF CONSUMERS WHO HAVE NEVER HEARD OF THE FOLLOWING SWEETENERS



## TOP 5 SWEETENERS MOST FREQUENTLY USED



## CONSUMERS EAGER TO LEARN

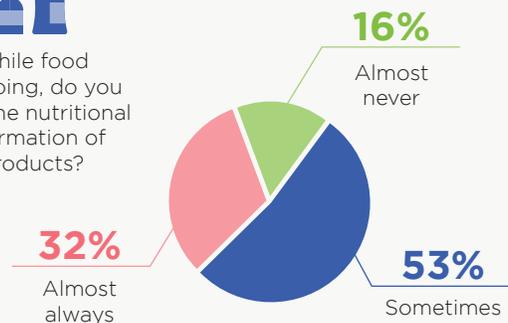


**68% OF SURVEY PARTICIPANTS** said they care about the amount of added vs. natural sugars in packaged food and drink, yet they are confused about added and natural

**85% OF CONSUMERS** report they are regular or sometimes label readers

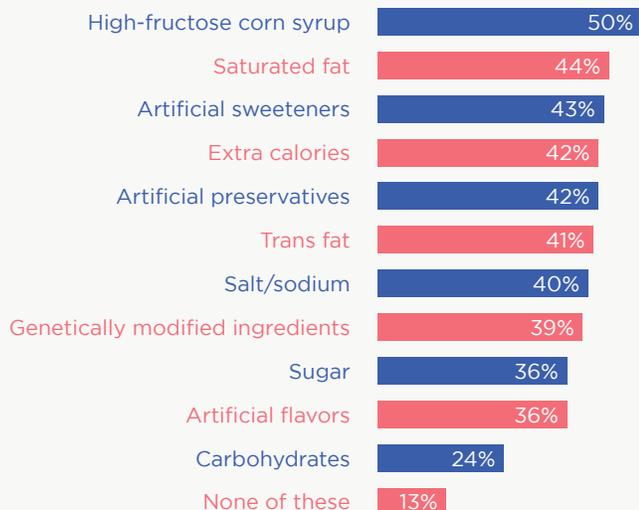
## LABEL USAGE

While food shopping, do you examine nutritional information of products?



## WHAT CONSUMERS AVOID IN A HEALTHY, BALANCED DIET

Everyone has their own view of what a healthy, balanced diet looks like. When asked, **ONLY 36% OF CONSUMERS SAY AVOIDING SUGAR** is part of that. Here's how other factors stack up.



## REASONS FOR LIMITING SUGAR

Most people  
(55%)



primarily limit sugar  
**TO WATCH THEIR WEIGHT**



50%

limit for future health concerns



38%

are concerned about the effects of blood sugar changes



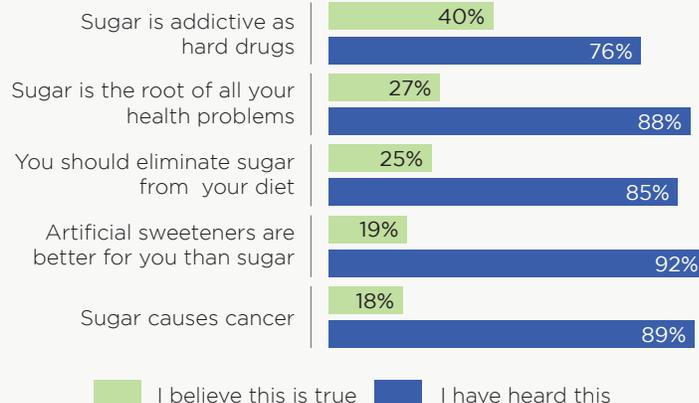
34%

are concerned about dental health

Fewer than **1 OUT OF 5** consumers limit sugar because they believe it is toxic, bad for skin, or addictive.

## MOST CONSUMERS AREN'T BELIEVING THE EXTREME CLAIMS ABOUT SUGAR

How do consumers sift through all the misinformation about sugar? Since most people are not believing the most outrageous claims about sugar, there is still room for busting myths around sugar and health and informing the public about what the science says.



**THERE'S SO MUCH MORE TO SUGAR** from its role in foods beyond sweetness and in moderation as part of a balanced diet to the history and the people behind it. Clearing up confusion over added and natural sugars, what the different sweeteners are and how they interact in your body will be an important part of consumer education efforts with the updated nutrition facts label.

## A BALANCED LIFE IS A SWEET LIFE