

# Campaign for Sweetener Transparency

While once limited to use as tabletop sweeteners and ingredients 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 consumers struggle to identify sugar substitutes that are used in foods and beverages

# 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 a product 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

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

### Sugar substitutes



### Added sugars



## Now You Know

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

It's time for complete #SweetenerTransparency on food labels.

#CheckYourLabels



Sweetener Transparency Study  
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