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.

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.

**But consumers struggle to identify sugar substitutes that are used in foods and beverages**

63% of the time.

<table>
<thead>
<tr>
<th>Sweeteners</th>
<th>Percent correct</th>
<th>Percent incorrect</th>
<th>Percent unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweeteners</td>
<td>37</td>
<td>15</td>
<td>48</td>
</tr>
</tbody>
</table>

**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.

**Sugar substitutes**

- Very important: 40
- Somewhat important: 36
- Not very important: 16
- Not at all important: 7

**Added sugars**

- Very important: 37
- Somewhat important: 37
- Not very important: 17
- Not at all important: 9