

CONSUMERS GIVE 'THUMBS UP' TO SUGAR IN LATEST SURVEY

In a 2021 survey, 1,500 U.S. consumers were asked about their understanding of and feelings towards sugar and sweeteners, with particular attention to how the COVID-19 Pandemic has impacted them. Comparisons to previous surveys included where data are available.

MAJORITY OF CONSUMERS BELIEVE SUGAR IS NATURAL

80% OF SURVEY PARTICIPANTS AGREE THAT "REAL SUGAR" IS NATURALLY OCCURRING.

The majority of respondents also agree with these statements:



Sugar is easy to identify on ingredient lists



Sugar comes from plants



Sugar plays a role in a balanced diet



Sugar is natural



Sugar helps food taste good



Food with sugar is a treat and makes me happy

In 2018, only 29% of consumers categorized "table sugar" as naturally occurring. This increased to 54% in 2021, suggesting people are more familiar with sugar's origin.

Sugar tops the list of ingredients that people say makes food and beverages enjoyable to eat or drink.

CONSUMERS ARE CONFUSED ABOUT HOW MUCH SUGAR CAN BE INCLUDED IN A BALANCED DIET



75% say it's important to know the dietary recommendations for daily sugar intake.

THE CURRENT DIETARY GUIDELINES FOR AMERICANS RECOMMENDS LIMITING ADDED SUGARS TO LESS THAN 10% OF TOTAL CALORIES PER DAY. FOR A 2000 CALORIE DIET THIS EQUALS 50 GRAMS OR 12 TEASPOONS.



Yet, 3 in 4 consumers think they can have fewer than 40 grams per day

AND



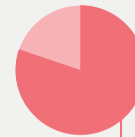
40% of consumers are more confident about managing their sugar intake when they learn about the recommendations.

CONSUMERS ARE READING PACKAGES

80% of consumers report they regularly or sometimes read the nutrition information on the front or the back of packages.



80% use nutrition claims on the front of packages



80% use the Nutrition Facts label



79% use the ingredients list

FOR MANY POPULAR PRODUCTS, CONSUMERS SAY IT'S A PRIORITY TO AVOID ARTIFICIAL SWEETENERS

82% OF CONSUMERS avoid artificial sweeteners in children's cereal.

MORE THAN 70% OF CONSUMERS say it's a priority to avoid artificial sweeteners in these products:



Yogurt



Canned fruit



Peanut butter



Bread

CONSUMERS STRUGGLE TO IDENTIFY SWEETENERS



53% are confident they can identify sweeteners within ingredient lists.



47% are confident they can identify if a sweetener is naturally occurring or if it's artificial.

However, when presented with a list of food additives, **FEWER THAN 4 IN 10** correctly identified those that might be used as sweetening ingredients.



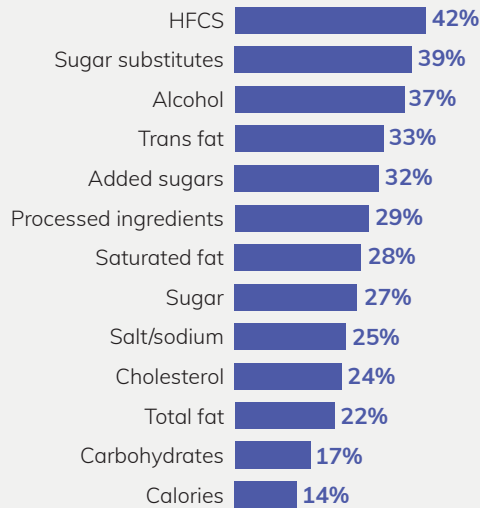
CONSUMERS PREFER SUGAR TO ARTIFICIAL SWEETENERS

Consumers rank sugar higher than artificial sweeteners for almost all of the attributes they identify as important for foods and beverages they purchase.

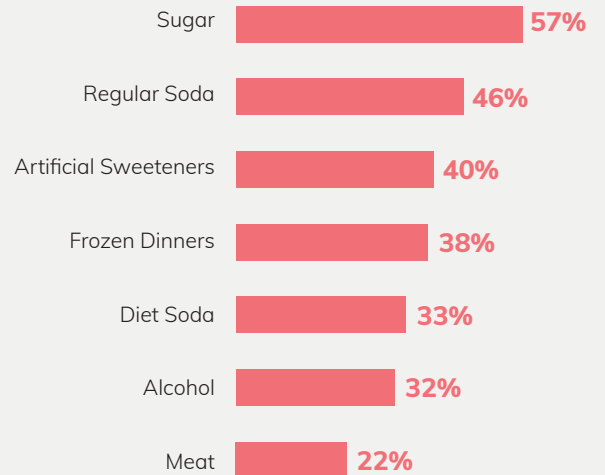


HFCS AND ARTIFICIAL SWEETENERS TOP THE LIST OF WHAT CONSUMERS TRY TO AVOID, BUT SUGAR IS WHAT THEY ARE FOCUSED ON REDUCING POST-COVID

75% of respondents look to avoid one or more ingredients in their diet. Compared to our 2018 survey, sugar has moved from number 1 to number 8 on this list. Here is how other factors rank:

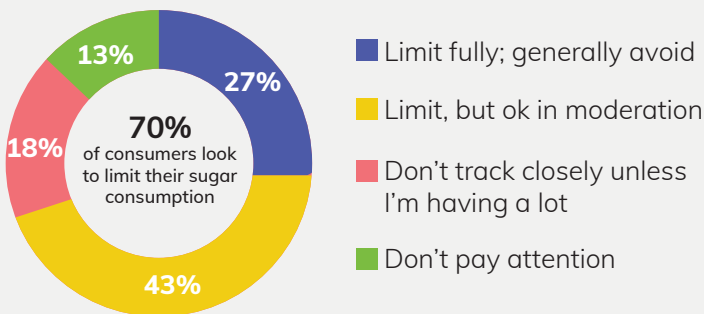


Consumers have plans to make changes to their diets post-COVID. Here are the diet elements consumers are prioritizing reducing:



ABOUT HALF OF CONSUMERS MODERATE THEIR SUGAR INTAKE; ONE QUARTER LIMIT FULLY

Majority of consumers describe their sugar intake as limited.



CONSUMERS USE VARIETY OF TACTICS TO REDUCE SUGAR

NEARLY 3 IN 4 consumers monitor their intake of sugar or added sugars. When presented with four approaches to reducing sugar or added sugars intake, choosing to consume the regular product less often was the most popular among survey participants.

