

Sugar and Sweeteners - US - September 2013

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“Fears about the safety of some sweeteners continue to plague the sugar substitute segment, suggesting that synthetic sweetener brands still have more to do to settle concerns about potential negative side effects. Ads that transparently chronicle the origins of these products, their ingredients, and how they are produced may help diminish the aura of concern that sometimes surrounds them.”
 – John N. Frank, Category Manager, Food & Drink

This report looks at the following areas:

- Can sweetener brands assuage consumer fears about product safety?
- Will consumers go for sweeteners with added health benefits?
- Would flavored sugar/sugar substitutes take hold in the market?

The U.S. sugar and sweeteners market faces a series of challenges in 2013, mostly from high household penetration of sugar (the largest segment in the market, with nearly 50% share), which limits growth, as well as falling sugar prices due to surplus supplies and inexpensive sugar imports. This report covers these factors and provides in-depth analysis of the following:

- how well-publicized health conditions, such as obesity and diabetes, are linked to sugar, which may cause some consumers to avoid excess sugar intake
- the role of demographics in driving sales, from households with children and seniors to specific racial groups that report the highest usage of various sugar and sweetener products
- substantial sales growth of natural sugar substitutes, such as Truvia and Nectresse, and how they are cannibalizing other substitute sales
- consumer perception of sugar substitutes and how brands can overcome skepticism about the safety of these products
- the impact of social media on the way brands market their products

This report also features analysis of the results of Mintel's exclusive consumer survey, including product usage; usage levels compared to a year ago; attitudes toward sweeteners and reasons for not using low-/no-calorie sugar substitutes; interest in sweetener products, and motivations for using them; and examination of the role of race/Hispanic origin in usage, behavior, and attitudes toward sugar and sweeteners. Analysis of the Experian Marketing Services National Consumer Survey is also featured.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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