

Attitudes to Low/No/Reduced Sugar Soft Drinks - UK - October 2018

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“The public spotlight on soft drinks has ensured that most users claim to try to make healthy choices at least most of the time. However, this typically stops at checking the added-sugar credentials of drinks, very few people scrutinising their ingredients or nutrition details.”

– **Kiti Soininen, Category Director – UK Food & Drink Research**

This report looks at the following areas:

- **Health is on most people's radars in drinks choice, but there's little scrutiny of details**
- **'No added sugar' claims are most sought for health**
- **Less sweet drinks warrant attention, sugar concerns remain a barrier**

The public spotlight on the healthiness of soft drinks has not gone unnoticed by consumers, most people now thinking of this in their soft drinks choice at least most of the time. However, this only partly translates into action at the point of choice, flavour taking the lead as the top factor checked.

Sugar is by far the leading consideration when it comes to the healthiness of soft drinks. However, added and intrinsic sugar continue to divide people, the former in the lead, with very few people seeking both. Meanwhile, nutrition details or ingredients get overlooked by most when choosing a drink. This puts the onus on healthier drinks to put their credentials forward in a prominent and easy-to-grasp manner to fully benefit from them. It also underlines the formidable task still facing the PHE (Public Health England) in helping consumers navigate their drinks choice.

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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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Targets set for sugar reduction for fruit juice and milk-based drinks

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The Soft Drinks Industry Levy came into force in April 2018

Levy applies from 5g of sugar per 100ml

EFSA low-sugar threshold undercuts the SDIL threshold

Targets set for sugar reduction for fruit juice and milk-based drinks

Healthy eating is high on consumers' radars, with sugar the top concern

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Companies and Brands – What You Need to Know

Reformulation has been the rule, not exception, for the major brands

Sharp rise in share of launches undercutting SDIL sugar threshold

L/N/R sugar claims gain share, with 'no added sugar' growing

Stevia remains rare, but has been adopted for 'no artificial ingredients'

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Flavour is the focus for Coke Zero Sugar and Pepsi Max

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Reformulation has been the rule for the major brands

Britvic

Coca-Cola

Lucozade Ribena Suntory

Nestlé

Danone Waters

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Red Bull
A.G. Barr
Nichols
Own-label

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Nielsen Ad Intel coverage

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Everyone drinks soft drinks, and nearly all drink 'lighter' versions

A quarter of users report lower intake of soft drinks

Healthy drinkers most likely to be upping intake

SDIL plays little role in cutbacks

Flavour leads in soft drinks choice, added sugar beats nutrition

Most people think of healthiness of drinks most of the time

Sugar leads among health considerations

Most people noticed 'sugar tax' headlines, fewer spotted changes to familiar drinks

Nearly everyone thinks their soft drinks intake is low

Opportunities for less sweet flavours tempered by concerns over hidden sugar

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Everyone drinks soft drinks

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A quarter of users report reduced intake

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SDIL plays little role in cutbacks

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Most people noticed 'sugar tax' headlines, fewer spotted changes to familiar drinks

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...but looks to make little difference to habits

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Nearly everyone thinks their soft drinks intake is low

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Opportunities for less sweet flavours tempered by concerns over hidden sugar

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