

Sugar and Alternative Sweeteners - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Sales of sugar and alternative sweeteners continue to fall, as consumers continue to limit their usage and are turning to other, less-sweet options. Honey brands are benefiting as well as leveraging a connection to nature. Artificial sweeteners continue to suffer the same plight of other man-made ingredients and foods, the perception of processed."

- William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- Sales declines continue
- A majority of consumers are limiting sugar/sweetener consumption
- Long-term health initiatives driving reduction
- Motivating younger consumers
- Connecting with nature

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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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