

Sugar and Sweeteners - US - December 2016

Report Price: £3199.84 | \$3995.00 | €3775.81

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Dollar sales of sugar and sweeteners fell from 2011-16. Three category segments (sugar, sugar substitutes, and syrup) experienced overall declines, due to the stigmatization of sugar, and concerns about artificial sweeteners. Improving the perception of the category is in order. The honey segment has flourished during the period, garnering the highest perception of healthfulness among products measured.

This report looks at the following areas:

- Sales of sugar and sweeteners decline from 2011-16
- Dollar sales of sugar decline from 2011-16
- 84% of consumers are limiting the amount of sugar in their diet

This Report builds on the tabletop sweetener analysis presented in Mintel's *Sugar and Alternative Sweeteners – US, May 2015*, as well as *Sugar and Sweeteners – US, September 2014, 2013, and 2012*.

For the purposes of this Report, Mintel has used the following definitions for tabletop sweeteners:

- Sugar (white granulated, brown, and powdered)
- Table syrup and molasses
- Sugar substitutes, such as Splenda, Sweet'N Low, Equal, Truvia, etc
- Honey.

The following categories are excluded from this Report:

- Chocolate and other dessert syrups.

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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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Dollar sales of sugar fall 16% from 2011-16

Dollar sales of syrup and molasses decline by 2% from 2011-16

MULO sales of sugar substitutes decline by 13% during the period

Honey climbs 57% across the period

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Private label makes up the largest share of MULO sales in the category

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What's Next?

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- Expanding flavor options
- Appealing to foodies through a focus on expanded varieties and international origins
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- Blending sweetener types can help

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- Half of consumers say a healthy diet should be low in sugar
- 84% of consumers are limiting the amount of sugar in their diet
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