

Sugars and Alternative Sweeteners: Incl Impact of COVID-19 - US - December 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on sugar and alternative sweetener consumption and sales
- Consumer perceptions of sugar/sweetener intake
- Types of sweeteners used and ways they are consumed
- Consumer attitudes toward sugars and alternative sweeteners

More consumers eating, cooking and drinking at home led to sugar/sweetener sales growth of nearly 20%. This boosted the category over the \$5 billion mark, led by growth in honey, syrup and sugar, and even 11% growth in the much-maligned sugar substitutes segment. Going forward, the impact of the pandemic will likely motivate consumers to factor health even more into their dietary choices, benefiting the expansion of natural sugar alternatives and more-nutritive sweetening options in the coming years. Growing interest in cleaner sweeteners and distrust of artificial sweeteners will likely accelerate this shift.



“Like many food and drink categories, after years of weakening sales, the sugars and alternative sweeteners category was the recipient of a significant tailwind from COVID-19 as a result of the dramatic increase in at-home consumption occasions.

Consumers are turning to a diverse array of sweeteners, especially those with a natural and perceived BFY promise.”

– Billy Roberts, Sr Analyst – Food and Drink

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