

Sugars and Alternative Sweeteners - US - 2022

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This report looks at the following areas:

- Consumer perceptions of sugar intake
- Sugar tracking behaviors and motivations
- Types of sugar and sweeteners used
- Usage applications of sugar and sweeteners
- Attitudes towards sugar and sweeteners
- Concerns regarding added sugar in packaged products

As consumers retreat from cooking, baking and drinking at home, a subsequent drop in sales of sugar and alternative sweeteners occurred in 2021. Consumers continue to adapt to shifting circumstances, with inflation the current hurdle. Inflation is estimated to keep sales above pre-pandemic levels at the close of 2022. Consumers, however, may alter their shopping habits to mitigate rising prices. While some products in the market are pantry staples, others may need to prove their place in tightened budgets through versatile applications and uncompromised taste.

The slight growth forecasted for the market in the next five years can be attributed to price increases rather than increased consumption. Honey, however, continues to climb and is expected to post growth regardless of inflation, as its naturalness, accessibility and versatility resonates for consumers.

An ongoing challenge to the market is concern around sugar consumption. Opinions and attitudes regarding sugars and sweeteners are varied, molded by messaging from sources ranging from media to medical professionals. Consumers need guidance to help sift through the messaging and determine which products are the best choices to meet their needs and applications, with an underlying messaging of consumption in moderation. Brands can use their voice to ease uncertainties, especially for less familiar household sweeteners that have positives to highlight.



“In a market that has faced volatility, consumers are searching for a sense of certainty when choosing sugar and sweetener products that best fit their needs. As consumers continue to navigate messaging surrounding sugar consumption, brands face the challenge of proving the positives.”

– Kelsey Olsen, Food and Drink Analyst

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