Attitudes towards Sugar & Sweeteners - UK - January 2017

Report Price: £1995.00 | $2460.23 | €2338.14

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Facing increased pressure to cut sugar, both retailers and food and drink manufacturers will need to demonstrate their commitment to improving public health. While suspicions of artificial sweeteners present a significant challenge, consumers' openness to alternative sugar substitutes gives scope for companies to explore a wide range of options to achieve the desired sugar reductions."
– Alice Baker, Research Analyst

This report looks at the following areas:

- **Consumers' amenability to less sweet tastes allows manufacturers options to cut sugar without replacing**
- **Explaining sweeteners could help to overcome concerns over reformulations**
- **Consumer openness to a range of sugar alternatives gives companies scope to experiment**

This Report focuses on sugar and sweeteners in all types of food and non-alcoholic drink that consumers buy, in terms of consumer attitudes and NPD (New product development).

The market size refers to the retail sales of "table-top" sugar and sweeteners which are bought as sweetening ingredients, for example for use in baking or adding to food/drink.

Sweeteners are defined by the EU as 'substances used to impart a sweet taste to foods or in table-top sweeteners', and can broadly be split into two types: artificial sweeteners and naturally derived sweeteners.

Artificial sweeteners
are sugar substitutes which are made from chemically manufactured molecules, ie those which do not exist in nature. Examples include acesulfame K, aspartame, neotame, saccharin and sucralose.

Naturally derived sweeteners
include any sweeteners which come from natural sources. Examples of zero-calorie naturally derived sweeteners include stevia (made from leaves of the stevia rebaudiana plant) and xylitol (made from birch).

This distinction is not always entirely clear-cut, however. While stevia is derived from a natural source, for example, its 'natural' status is debatable owing to the production method used to produce steviol glycosides. FoodDrinkEurope, an industry body that represents the European food and drink manufacturers, has issued guidelines to its members to ensure they do not use misleading claims on products containing stevia. Stevia can be labelled to imply natural origins, but may not make a 'natural' claim.

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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