HOW CONSUMERS FEEL AND ACT TOWARD SWEETENERS BY PRODUCT CATEGORY

IN 2012, MINTEL RESEARCH CONSULTANCY EXPLORED CONSUMER PURCHASE BEHAVIOR ACROSS 12 HIGH-VOLUME FOOD AND BEVERAGE CATEGORIES.

MINTEL WANTED TO DETERMINE:
1. What do consumers look for on package labels?
2. What do they avoid?
3. Are consumer concerns stronger for some product categories than others?
4. And where does HFCS fit in?

THE FINDINGS REVEALED RISING NUTRITION AWARENESS.

Consumers watch calories more than anything else, followed by fats/oils and sugars.

- **Calories**: 41%
- **Fats & Oils**: 37%
- **Sugars**: 31%

But what people look for varies by what they eat.

- **Carbonated Beverages/Pop/Soda**: 60% of consumers consider sugar when buying soda. Only 2% of those consumers say they avoid HFCS.
- **Yogurt & Yogurt Drinks**: 10% of yogurt buyers are concerned about sugar, but only 1% of those consumers say they avoid HFCS.
- **Cold Cereal**: Among cold cereal buyers, 54% watch for sugar. Only 2% of those consumers avoid HFCS.
- **Fresh/Package Bread**: Among cold cereal buyers, 54% watch for sugar. Only 2% of those consumers avoid HFCS.

However, in any given category, no more than 3% of consumers surveyed are avoiding HFCS.

WHAT SHOULD FOOD AND BEVERAGE MANUFACTURERS REALIZE?

For consumers, it’s not what kind of sugar, but how much.

Source: Mintel Research Consultancy
Methodology: phone survey May 15-25, 2012; 2,008 primary household grocery shoppers; nationally representative, regionally balanced samples

To learn more, visit [Corn Naturally](http://www.CornNaturally.com)