

# 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.



## BUT WHAT PEOPLE LOOK FOR VARIES BY WHAT THEY EAT.



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.