

# THE 2015 SWEETENER360 CATEGORY SNAPSHOT



## THE DIFFERENCE BETWEEN WHAT CONSUMERS SAY AND DO WHEN THEY BUY BREAD.

The 2015 Sweetener360 is a custom research study commissioned by the Corn Refiners Association and completed in part by Mintel and Nielsen Consulting. Resulting in an unprecedented segmentation analysis, the study brings together attitudinal research and shopper data for more than 15,000 consumers in 15 high-volume food and beverage categories.

The data shows that there's a difference in what consumers say and do when making **bread** purchases. The buzz around specific sweeteners isn't reflected in purchase behavior.

## WHAT CONSUMERS SAY THEY AVOID



**WALTER**  
NO HEALTH WORRIES

	AIDED	UNAIDED
Sugars	24.1%	6.2%
HFCS	9.6%	0.5%



**SANDRA**  
TASTE OVER HEALTH

	AIDED	UNAIDED
Sugars	22.8%	5.7%
HFCS	14.3%	0.3%



**TERESA**  
TOO MANY PRIORITIES

	AIDED	UNAIDED
Sugars	54.7%	29.9%
HFCS	27.6%	2.4%



**JOAN**  
DIABETICS & DIETERS

	AIDED	UNAIDED
Sugars	74.2%	39.9%
HFCS	65.6%	3.5%



**JULIA**  
HEALTHY BALANCE SEEKER

	AIDED	UNAIDED
Sugars	47.2%	24.5%
HFCS	86.2%	17.3%



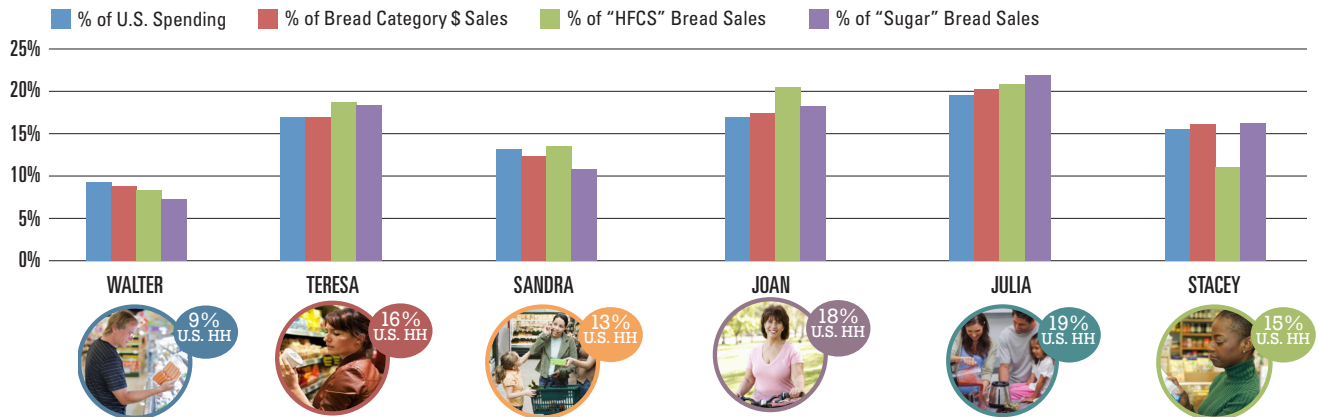
**STACEY**  
ALL NATURAL

	AIDED	UNAIDED
Sugars	72.8%	43.4%
HFCS	77.8%	9.2%

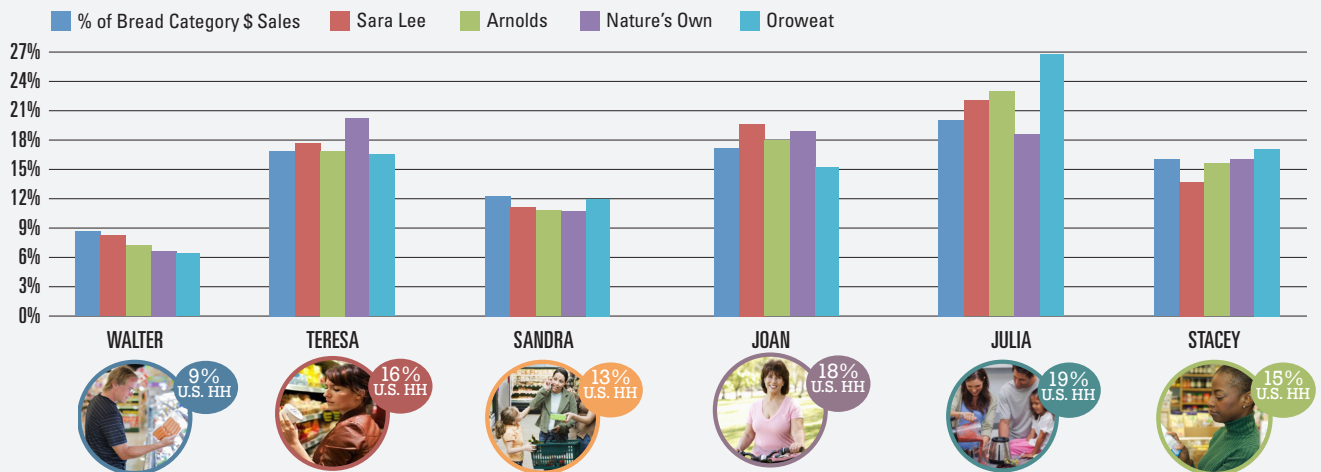
# WHAT CONSUMERS ACTUALLY DO

Even though consumers claim to avoid specific sweeteners when making **bread** purchases, their grocery receipts tell a different story. All segments are significant contributors to sales of bread formulated with sugar and high fructose corn syrup (HFCS).

## SWEETENER IMPORTANCE TO CATEGORY PURCHASE



## BREAD SALES BY BRAND



## KEY TAKEAWAYS

- Teresa, Joan and Julia buy the most bread. They all buy more than their fair share of bread sweetened with sugar and bread sweetened with HFCS.
- The three most health-conscious consumer segments (Joan, Julia and Stacey) buy more than half (52%) of bread sweetened with HFCS.
- Four out of the six segments (Walter, Teresa, Sandra and Joan) buy a higher percentage of HFCS-sweetened bread than sugar-sweetened bread.
- Julia, the healthy balance seeker, buys more from Sara Lee, Arnold's and Oroweat than any other segment. Teresa buys more from Nature's Own than any other segment.

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