

# THE 2015 SWEETENER360 CATEGORY SNAPSHOT




## THE DIFFERENCE BETWEEN WHAT CONSUMERS SAY AND DO WHEN BUYING CARBONATED SOFT DRINKS.

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 **carbonated soft drink (CSD)** 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%



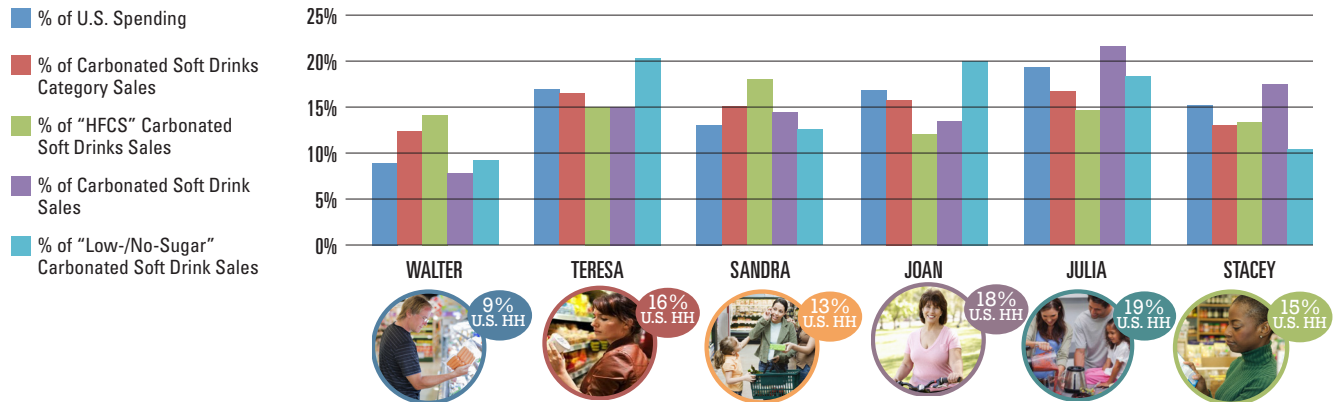
**STACEY**  
ALL NATURAL

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

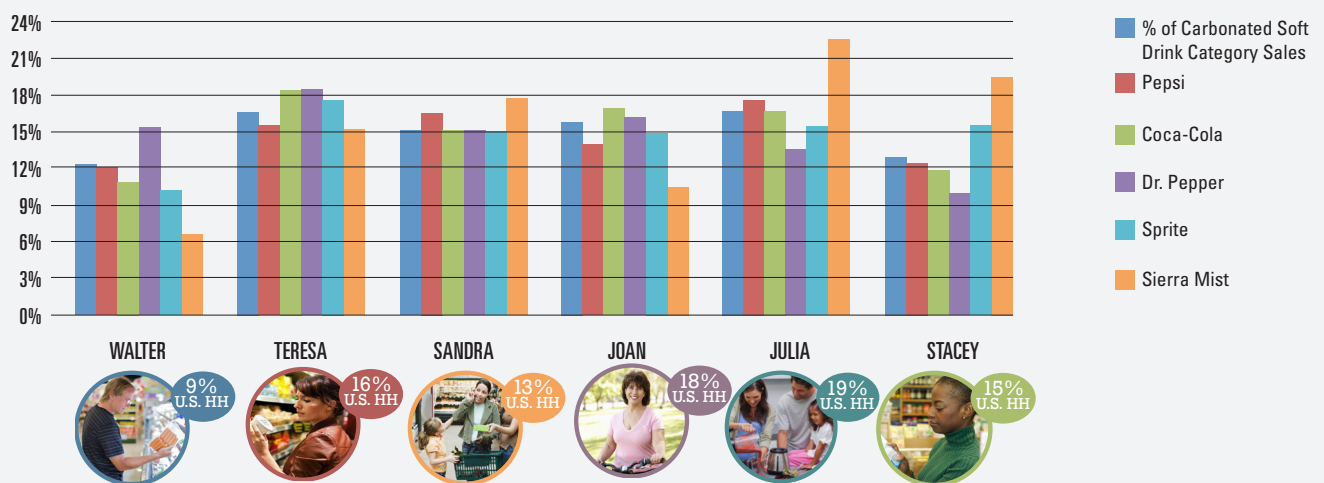
# WHAT CONSUMERS ACTUALLY DO

Even though consumers claim to avoid specific sweeteners when making CSD purchases, their grocery receipts tell a different story. All segments are significant contributors to sales of carbonated soft drinks formulated with sugar, high fructose corn syrup (HFCS) and low-/no-calorie sweeteners.

## CARBONATED SOFT DRINK SALES BY SWEETENER TYPE



## CARBONATED SOFT DRINK SALES BY BRAND



## KEY TAKEAWAYS

- Walter and Sandra are the two segments that buy more than their fair share of CSDs. They buy soft drinks formulated with HFCS over any other sweetener.
- Stacey, the most health-conscious consumer segment, is more likely to buy carbonated soft drinks formulated with HFCS (13%) than low-/no-calorie sweeteners (10%).
- Teresa (15%), Sandra (18%) and Julia (15%) buy the most HFCS-sweetened CSDs.
- Combined, Julia, the healthy balance seeker, and Stacey buy more than a quarter (28%) of all HFCS-sweetened CSDs.

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