

THE SWEETENER360

AN UNPRECEDENTED CONSUMER ATTITUDES AND BEHAVIOR STUDY ON SWEETENERS

The Sweetener360 is a custom research study commissioned by the Corn Refiners Association and completed in part by Nielsen and Mintel Consulting. The study provides an unprecedented segmentation analysis of 11,000 consumers, bringing together attitudinal research, shopper data and video interviews. Results showed that no matter what consumers say, they buy sweetened food and beverage (F&B) products proportionately from 15 high-volume categories to their makeup of the general population.

WHY STUDY SWEETENER ATTITUDES AND BEHAVIORS?

This study was developed to help F&B manufacturers make product formulation choices based on a complete picture of their consumers. The goal was to analyze consumer sentiment toward sweetened F&B products and understand how those feelings translate into purchase decisions. The study revealed the thoughts and actions of six distinct consumer lifestyle segments and answered the following questions:

- Do consumers who say they actively pursue a healthy lifestyle and avoid total sugars still buy sweetened products at the same rate as other segments?
- What are the top motivators for buying specific foods and beverages?
- Are consumers avoiding specific sweeteners, total sugars or calories?

METHODOLOGY



In May 2013, Nielsen Homescan fielded and received 11,695 30-question consumer surveys from self-identified "primary household shoppers."



Mintel Consulting performed a unique segmentation analysis from the completed Nielsen Homescan surveys, revealing six distinct demographic lifestyle segments of sweetener consumers.



Nielsen Homescan conducted a purchase analysis on 11,389* panelists who completed the survey, cataloging purchases in 15 high-volume F&B categories from May 2012 to May 2013.



Mintel and Nielsen analyzed the segmentation through the lens of purchase behavior, along with comments curated from hundreds of hours of consumer video journals.

*The 3 percent change in panelists analyzed was due to some panelists not meeting the necessary frequency for documenting actual purchases.

F&B CONSUMERS ARE MORE MOTIVATED BY TASTE AND PRICE THAN "BETTER FOR YOU" CLAIMS

When given a list of 20 attributes and benefits of foods and beverages, consumers in five of six lifestyle segments ranked the following top motivators for buying: good tasting (90 percent), good value for the price (82 percent), a price I can afford (80 percent) and something I know my kids will like (79 percent).

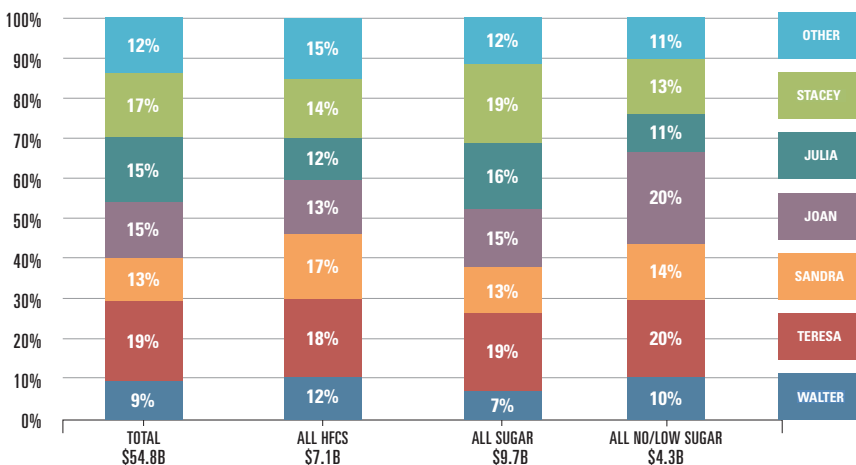
The study showed that consumers are motivated much more by sensory and economic attributes than specific ingredients or general health and wellness claims. While brands are abandoning specific sweeteners in costly reformulations, citing consumer demand, the study found that consumers place more emphasis on their bottom lines and the mouths they have to feed to guide their purchasing behavior.



NEW DATA SHOWS CONSUMER ATTITUDES DON'T TRANSLATE INTO PURCHASE BEHAVIOR

No matter which ingredient each segment claimed to avoid while navigating the aisles of a grocery store, research shows that consumers buy sweetened F&B products proportionately to their makeup of the general population. For example, in the chart below, Julia's segment, which accounts for 15 percent of total households, claimed to actively avoid sweetened F&B products but contributed to 14 percent of the total tracked sweetened F&B market.

SHARE OF SWEETENER SPEND BY SEGMENTS



Sales are nationally projected totals, based on Nielsen Homescan Panel projections from the purchases of 11,389 panelists during May 27, 2012 through May 25, 2013

The study provides a look at the purchasing behavior of consumers across a number of different demographics. While brands, citing consumer demand, are abandoning specific sweeteners in costly reformulations, the fact is that consumers from separate and distinct lifestyle segments all contribute to the sweetened F&B market despite what they might say.

Visit www.CornNaturally.com/Sweetener-360 for more detailed results from the study.

The information included in this fact sheet is derived from the Sweetener360, a custom research study commissioned by the Corn Refiners Association and completed in part by Nielsen and Mintel Consulting.