

# MINTEL STUDY EXAMINES CONSUMER CONCERN ACROSS 12 TOP F&B CATEGORIES

## CONSUMERS DEMANDING LESS ADDED SUGAR IN THEIR DIET

A recent study by Mintel Research showed that consumers are avoiding sugar and added sugar more than any other ingredient. The research indicates that consumers care about how much sweetener is used in food and beverage products, not the specific type.

Mintel surveyed consumer concern about HFCS in each of the 12 highest-volume food and beverage categories: Fresh/package bread; carbonated beverages/pop/soda; ketchup; cakes/cookies/pastries; cold cereals; fruit juice; chocolate milk; jams and jellies; sports drinks; spaghetti sauce; yogurt and yogurt drinks; and salad dressing.

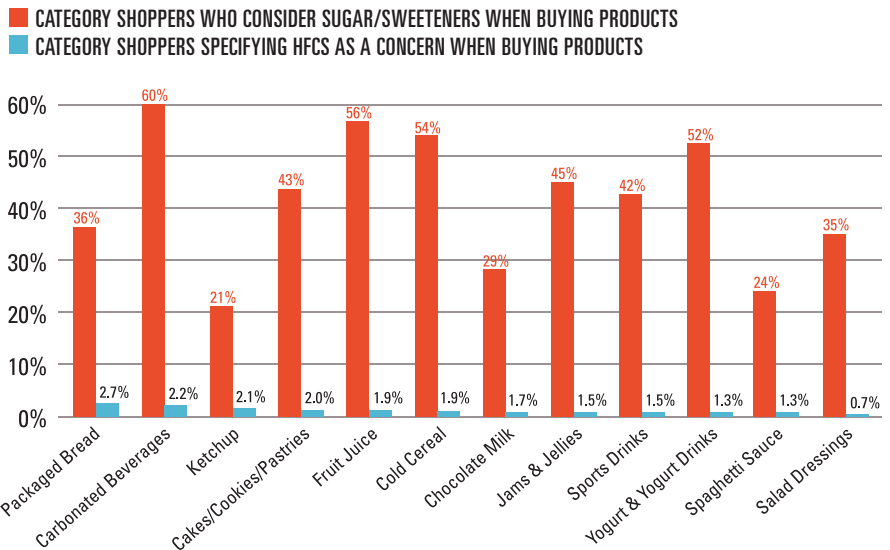
The Mintel category study found that fresh/package bread topped the list of categories with 2.7 percent of consumers concerned about HFCS; salad dressing is the category of least concern at 0.7 percent.

No more than 3 percent of respondents reported that HFCS was something they specifically avoid when buying baked goods, beverages, dairy products and condiments.

Commissioned by the Corn Refiners Association, this study shows that research results are consistent with other independent research by Mintel and National Purchase Diary (NPD) Group that shows low consumer interest and no specific preference for the type of sweetener used in food and beverage products.

## SURVEY METHODOLOGY

- Phone survey May 15-25, 2012; 30 questions; survey averaged 17 minutes in duration
- 2,008 primary household grocery shoppers
- Nationally representative; regionally balanced samples



Q11. You said that you consider sugar or other sweeteners when buying...Please tell us why. (Open-ended response = "Avoid/dislike HFCS")  
Source: Mintel 2012; N = 2,008

## ABOUT MINTEL RESEARCH CONSULTANCY:

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