

CONSUMERS LIKE REAL SUGAR: KNOWING INTAKE RECOMMENDATIONS IMPORTANT

In a 2023 survey, 1,500 U.S. consumers were asked about their understanding of and feelings toward sugar and sweeteners. Comparisons to previous surveys included where data are available.

REAL SUGAR STILL RESONATES.

WHEN CONSUMERS ARE PRESENTED WITH THE STATEMENT

“Real sugar is made by sugar cane and sugar beets grown on a farm.”

90% find it believable and
85% say it increases their confidence that sugar can be a part of a balanced diet.

THE MAJORITY OF CONSUMERS AGREE:

- Sugar helps food taste good
- Sugar comes from plants
- Sugar is natural

CONSUMERS INCREASINGLY WANT TO KNOW HOW MUCH SUGAR THEY CAN HAVE IN A BALANCED DIET.

81% of consumers say it is important to know the guidelines for sugar intake (up from 75% in 2021)

THE DIETARY GUIDELINES ALLOW FOR 12 TEASPOONS OR 50 GRAMS A DAY FROM ADDED SUGARS.

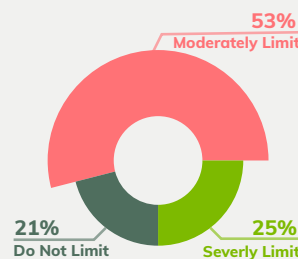


Yet 3 in 4 consumers think the limit is 40 grams per day or less

After learning the actual recommendation:

71% of consumers are more confident sugar can be part of a balanced diet (up from 42% in 2021)

CONSUMERS ARE MODERATING THEIR INTAKE OF SUGAR, BUT AREN'T REPLACING SUGAR WITH ARTIFICIAL SWEETENERS.



CONSUMERS WHO LIMIT THEIR SUGAR INTAKE DO SO BY:

53% by eating food that is less sweet (sugar is reduced, no artificial sweeteners added)

33% by eating the same food but in smaller portions and/or less often (i.e. I moderate)

14% by eating foods that replace sugar with artificial sweeteners

CONSUMERS SUPPORT OUR POLICY EFFORTS RELATED TO SWEETENERS.

CONSUMERS WANT TO SEE SWEETENERS CLEARLY LABELED, BUT DON'T WANT TO SEE THEM IN SCHOOL FOODS.



Fewer than half (49%) of consumers say artificial sweeteners are easy to identify on ingredient lists (down from 57% in 2021)



In fact, fewer than 5 in 10 were able to correctly identify sweetening ingredients from a list of food additives

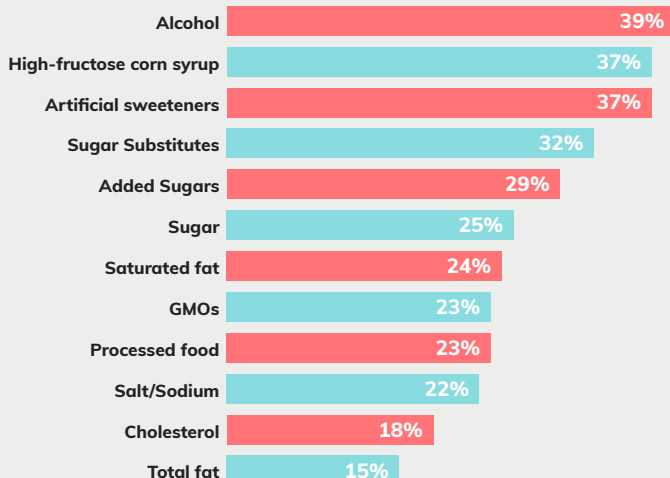


When it comes to kids' diets, 70% of consumers agree that USDA should NOT allow artificial sweeteners in school lunches served to children

SUGAR MOVES OUT OF TOP 5 ON THE LIST OF WHAT CONSUMERS SEVERELY LIMIT.

A SHIFT FROM FIVE YEARS AGO WHEN SUGAR WAS #1.

82% of consumers severely limit at least one dietary component



More than 70% of consumers say it's important to them to avoid artificial sweeteners in these pantry staples:

- Bread
- Yogurt
- Cereal
- Children's yogurt
- Children's cereal
- Granola bars
- Canned fruit
- Frozen fruits and vegetables



Consumer research conducted by Quadrant Strategies for the Sugar Association in March 2023. Visit sugar.org for more information on sugar