

THE LATEST I2S BRIEF: HEALTH & NUTRITION 

# SHIFTING AWAY FROM SUGAR

The sugar content of foods and beverages is under intense scrutiny by health organizations, government bodies and a growing number of consumers. Read the latest consumer and industry insights into the sugar-reduction trend, and consider how to deliver the sweetness your consumers expect with the low or no sugar they increasingly demand.

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A background image showing several ice cream cones with pink and yellow scoops on a dark wooden surface. A white speech bubble is centered over the image, containing the main title.

# TAKE A CLOSER LOOK AT THE TREND

Sweetness is a much-loved part of the eating and drinking experience. But many consumers want to cut back on sugar and calories in light of the health and nutrition trend. With new U.S. Food and Drug Administration sugar labeling regulations, now is the time to take a closer look at the sugar-reduction trend.

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# CONSUMERS WANT SWEETNESS WITHOUT ALL THE CALORIES

Today's health- and nutrition-conscious consumers are searching for the sweetness experiences they love in products that contain less sugar and fewer calories.



of Americans are concerned about how **sugar impacts their overall health**<sup>1</sup>



are looking to reduce sugar, substituting lower-calorie alternatives for **full-calorie products**<sup>2</sup>

The U.S. Food and Drug Administration finalized new sugar labeling regulations in May 2016: "'Added sugars,' in grams and as percent Daily Value, will be included on the label." For details, please visit [FDA.gov](http://FDA.gov).

A look at sugar-related government regulations:



In 2013, New York City enacted a soda ban that **prohibits the sale of many sweetened drinks** in servings greater than 16 ounces



In 2014, Mexico's Congress passed a 10% sales tax on **sugar-sweetened beverages**



In 2016, the U.K. imposed a tax on certain **sugar-sweetened drinks that contain more than 5g of sugar per 100ml**



*Sugar-reduction efforts have a push/pull effect. While government policies are pushing consumers to reduce the sugar in their diets, food and beverage manufacturers are working to pull consumers to new low- and no-sugar products that deliver all the taste and texture of sugar-sweetened products. Understanding consumer sweetness preferences is critical to meeting this objective. New sweetener segment research, conducted by Ingredion in collaboration with Natural Marketing Institute (NMI), sheds light on what various consumer groups want in sweeteners. To find out how your consumers align with the five distinct segments, visit [ingredion.us/sweet](http://ingredion.us/sweet).*

## Which products are in the **sugar-reduction spotlight**?

Consumers are scrutinizing certain products more than others for the amount of sugar contained.

*Percentage of consumers who are paying attention to sweeteners in the following products:<sup>1</sup>*

### BEVERAGE



### DAIRY



### SNACKS



# HOW BEHAVIOR IS CHANGING

## Beverage



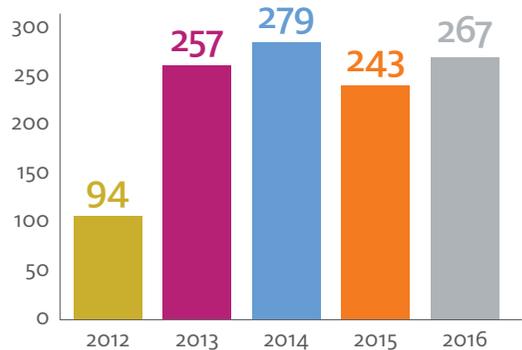
**NEARLY 8 OUT OF 10 AMERICAN CONSUMERS (79%) ARE CUTTING CALORIES BY DRINKING WATER OR LOW- TO NO-CALORIE BEVERAGES<sup>2</sup>**



**31% OF CONSUMERS SAY REDUCED-SUGAR OPTIONS WOULD INFLUENCE THEM TO PURCHASE MORE FRUIT JUICE, WHILE MORE THAN 25% ALREADY BUY REDUCED-SUGAR JUICE<sup>3</sup>**

## STEVIA IN BEVERAGES

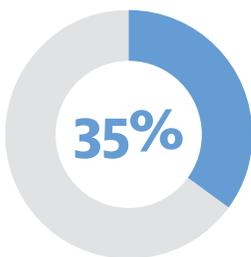
Number of new stevia-sweetened beverages launched in North America through September 2016:<sup>4</sup>



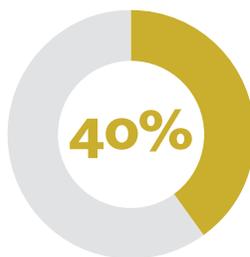
Consumers are particularly wary of sugar content in beverages. Stevia is making a difference, and sources have called beverages “the dominant application segment” for the no-calorie sweetener.<sup>5</sup> Manufacturers have choices in both origin and quality of stevia ingredients they can use to achieve the perfect sweetness profile while reducing sugar in beverages.

## Dairy/Yogurt

Consumers who want to enjoy a sweet snack during the day are choosing those with less sugar and fewer calories than traditional snack options. With its sweet taste and healthy halo, yogurt is becoming a popular snack choice.



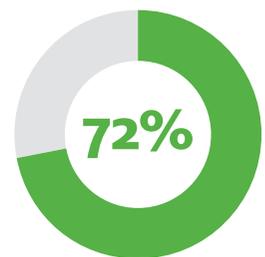
**35% of shoppers seek a sweet snack throughout the day<sup>6</sup>**



**40% of consumers are looking for snacks that have less sugar<sup>7</sup>**



**44% of consumers use products in the yogurt and yogurt drinks category because they say they are healthier than other snack options<sup>8</sup>**



**72% of consumers snack on yogurt throughout the day<sup>9</sup>**

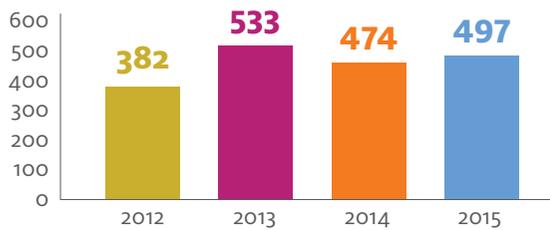
The opportunity is great for manufacturers to provide the sweet satisfaction consumers seek in appealing on-trend dairy products that are lower in sugar and can be perceived as healthier.

# HOW THE MARKET IS RESPONDING

New product launches with “low/reduced-sugar” claims have been growing over the past few years as manufacturers respond to consumer demand.

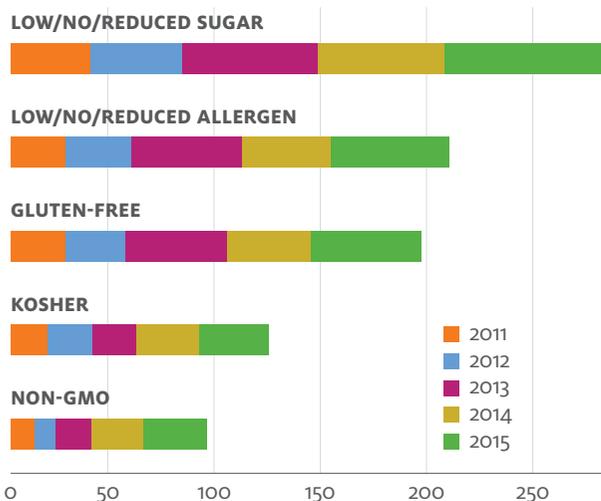
## Beverage

New product launches with “low/reduced sugar” claims have remained high:<sup>10</sup>



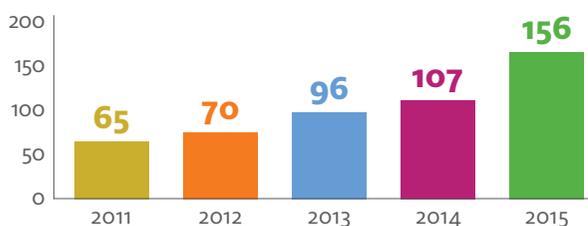
## Snacks

In snack/energy bars, “low/no/reduced sugar” continues to be a top claim:<sup>10</sup>



## Dairy

New product launches with “low/reduced sugar” claims in the dairy and ice cream category have risen steadily:<sup>10</sup>



## Where do “natural” sweeteners come into play?

Artificial ingredients are also on consumers’ radar when checking labels. Many want sweeteners they consider to be “natural,” and most wish they had more options from which to choose.

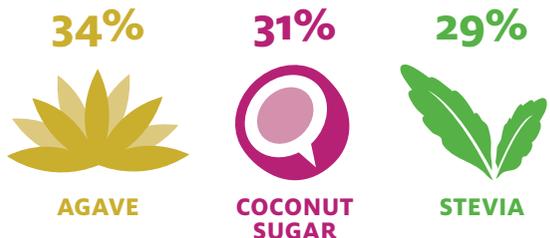


61% OF CONSUMERS SAY THEY WISH THERE WERE MORE “NATURAL” SUBSTITUTES<sup>11</sup>



25% OF CONSUMERS AGED 18-38 YEARS OLD ARE WILLING TO PAY MORE FOR A PRODUCT WITH “NATURAL” SWEETENERS<sup>11</sup>

## What sugar substitutes are considered “natural” by consumers?<sup>1</sup>



It’s clear that consumers are looking for products with less sugar in line with the greater trend toward health and nutrition. They’re also seeking sweeteners they consider to be more “natural”—and 25% of consumers aged 18-38 are willing to pay a premium.<sup>11</sup> Manufacturers should consider solutions that address both demands—for sugar reduction and “natural” sweeteners—to get the greatest edge in the market.

# CREATE REDUCED-SUGAR PRODUCTS WITH JUST-RIGHT SWEETNESS

It takes far more than sweeteners to craft reduced-sugar products your consumers will love. At Ingredion Idea Labs™ innovation centers, you'll find a mix of market insights, sweetness and formulation expertise, and a broad portfolio of sweeteners to ensure success. Here are just a few of the benefits of collaborating with us.

## A versatile range of sweeteners to reduce sugar

Achieve higher levels of sugar reduction with **BESTEVIATM Reb-M stevia sweetener**. The 95% pure Reb-M starts from the stevia leaf and offers significantly less bitterness and aftertaste than conventional stevia sweeteners.

**Naturally based ENLITEN®** Reb A stevia sweeteners are extracted from pure, high-quality stevia, grown on our farms in Brazil. They allow you to reduce sugar in your formulations while imparting a consistent clean taste made possible by our patented cultivar and full control over our supply chain.

**Our wide selection of polyols** add bulk and contain about half the calories of sugar, allowing for a sugar-free or reduced-calorie/reduced-sugar food claim. You'll also find the largest portfolio of **non-GMO sweeteners** available today at Ingredion.

Provide nutrition, taste and health benefits with one of the most effective prebiotic fibers. Produced from non-GMO sucrose (cane sugar), **NUTRAFLORA® soluble prebiotic fiber** is 30% as sweet as sugar – with fewer calories and a similar sweetness profile.

Deliver the sweetness experience your consumers crave with less sugar.

## Innovate with HEALTH & NUTRITION

Contact the sugar-reduction experts.

[ingredion.us/reducesugar](http://ingredion.us/reducesugar)

1-800-713-0208

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## A unique focus on your consumer

With our **CONSUMER-CENTRICITY™ design**, you can tailor your products to match your consumers' specific sweetness preferences and eating styles. This method of connecting consumer preferences to product design is fundamental to Ingredion Idea Labs™ innovation centers where together we'll create the products your consumers truly want.

## The shortest path to perfect sweetness

You can achieve just-right sweetness and texture in your products with our proprietary **DIAL-IN® Technology**—a rapid, robust, consumer-centric approach to product development. These unique 5-step processes—one for sweetness and one for texture—can help you cut time and cost from new product development while improving product likability. You'll also be introduced to the **SWEETABULARY™** sweetness language and **TEXICON™** food texture language which translate the desired consumer eating or drinking experiences into scientific terms to guide formulation.

Whatever your application, you can solve your product challenges through our deep formulation expertise—and unlock the best of global texture and flavor trends in your reduced-sugar products with our **CULINOLOGY® capabilities**.

### SOURCES

1. Mintel, Sugars and Alternative Sweeteners Report, May 2015
2. International Food Information Council Foundation, 2014 Food & Health Survey
3. Mintel, Juice, Juice Drinks and Smoothies—US, November 2014
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5. Persistence Market Research, 2015
6. IRI Summit 2016, State of the Snacking Industry Report
7. Natural Marketing Institute, 2015 Ingredion Custom Consumer Study, GMO Sweetness
8. Mintel, Yogurt—US, August 2014
9. IRI State of the Snack Food Industry, March 2015
10. Mintel
11. 2016 Mintel Purchase Intelligence



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