

The challenge of sugar reduction



Changing consumer behaviour and growing concerns on sugar consumption are driving the growing need for reformulated products.

Over 50% of consumers worldwide are concerned about **sugar-related health issues**.

Moderate consumption of confectionery and sweet beverages have become common.

*All data based on Global Data consumer surveys.

70% of global consumers find **sugar-related claims** on pack appealing.

Naturalness and simplicity are key – consumers are increasingly avoiding artificial sweeteners.

With **indulgence** being consumers' top priority, sugar reduction creates challenges, esp. for soft drinks and sweet goods.

