



TRENDS THAT MATTER

Consumers and Sugar
Reduction



CONSUMERS ARE PAYING CLOSE ATTENTION TO SUGAR

They want to see less sugar content on product labels—including those on wellness-focused functional beverages and indulgent, yet better-for-you snacks.



In response to this consumer demand, brands must overcome the challenges created by reducing sugar content in their products—all while still providing great taste.

86% of consumers say they pay attention to their sugar consumption¹

50% say bars have too much sugar²

39% say low/no sugar is important claim in nutritional beverages³

What Consumers Look For

What do consumers look for when it comes to added sugar content? It varies:¹

- 38% check the amount of sugar
- 35% check for added sugar
- 27% check the sweetener type

What's behind consumers' interest in added sugars? They are motivated by individual needs ranging from medical necessity to maximizing their current health and well-being through eating habits.¹

New product launches show that brands are responding to these demands:

Food & beverage launches with sugar reduction claims rose 13.5% globally, 2017-2022.⁴

WHAT'S THE ALTERNATIVE?

Natural sweeteners are the most desirable option to replace sugar, because many consumers are skeptical of artificial sweeteners.



63% of consumers say artificial sweeteners are bad for your health¹



63% of global consumers claim it is extremely or very important to see the statement “no artificial sweeteners” on food & beverage labels⁵

With this interest in natural sweetness—and transparency—a “naturally sweeter approach” is on consumers' minds.⁴ Usage of natural sweeteners is likely to become more widespread, especially those that align with clean-related claims.⁴

In fact, as consumers look for natural and easily recognizable sweeteners on product labels, clean label sweeteners like stevia and monk fruit are the fastest growing sweeteners in the U.S.⁶





CHALLENGES BEYOND SWEETNESS

Consumers want to reduce sugar consumption, but **won't compromise on taste or indulgence**.

87% rank taste as their #1 purchase driver⁷

Beyond achieving the right level of sweetness, **reducing added sugars in formulations can create taste challenges** such as unnatural taste, unpleasant aftertaste and more. Sugars can contribute to satisfying body and mouthfeel. They impact sensory perception and the overall taste experience, particularly in beverages. When reducing sugar in a formulation, it's important to remedy the **mouthfeel challenges** with ingredients that emulate sugar's sensory characteristics.

Solving the Sugar Reduction

It takes true expertise, as well as keeping abreast of new sugar replacement technology and ingredients, to solve the challenges of reformulating popular



FROSTED BERRY TART

Real breakfast appeal, in a health-forward, low-sugar wellness bar with a wholesome, natural ingredient profile.



RASPBERRY VAPOR PERFORMANCE DRINK

Functional hydration for active consumers looking for an anytime energy boost chockful of benefits, with zero sugar.

products with reduced sugar content. A snack bar with less added sugar requires the perfect balance of ingredients for the proper binding capabilities, taste and texture. In a reduced-sugar beverage, it's important to provide a well-rounded experience that doesn't sacrifice taste or mouthfeel.

INNOVATION & EXECUTION

Nellson is with you from concept to creation, whether you have a new idea, want to grow your offerings, or want to refresh, reimagine or level up your existing bar or powder.



Our new Formulation Library and Specs Hub (FLASH) system also helps smooth your path to market with formula versioning, regulatory compliance, audit reports and customized reporting.



We make it happen with the industry-leading in-house R&D expertise, 60+ years of experience and capabilities to support your market opportunities, as well as the quality standards, supply chain and responsible sourcing to contribute to your success.

Let's get started, today!
Contact Us

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SOURCES

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