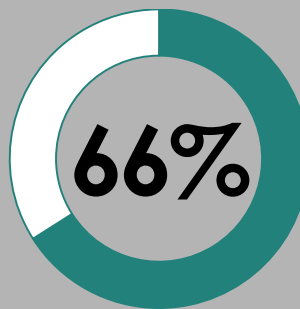


SWEETENER SOLUTIONS

When it comes to sweeteners, consumer requirements are diverse and there isn't a one-size-fits-all approach. HealthFocus International takes a deeper look at the topic of sugar and sweeteners globally, regionally, and across 22 individual countries to help companies better understand shopper motivations and attitudes—providing a blueprint for successful sweetener solutions.

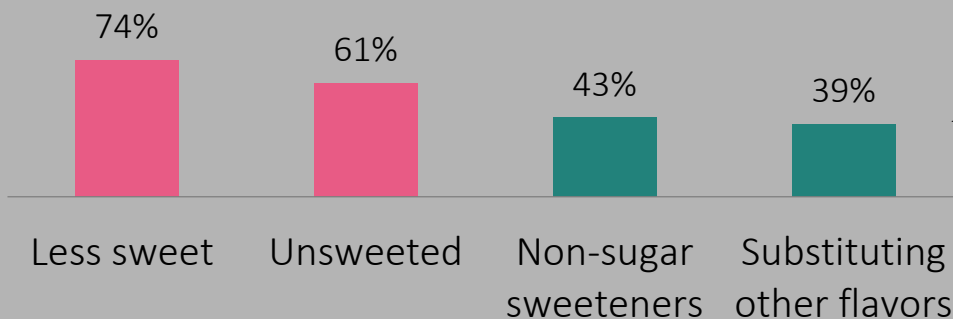


Rising Concern	2014-2020
Sugar	↑15 PTS
Artificial sweeteners	↑12 PTS



now prefer products that taste less sweet than they used to

Preferred Sugar Reduction Methods



Most shoppers prefer to **REDUCE** instead of **REPLACE**

HealthFocus Sweetener Segments

Provides a better understanding of the wide-range of shopper attitudes and preferences towards sweeteners to help companies navigate the complexity of sweetener solutions.

