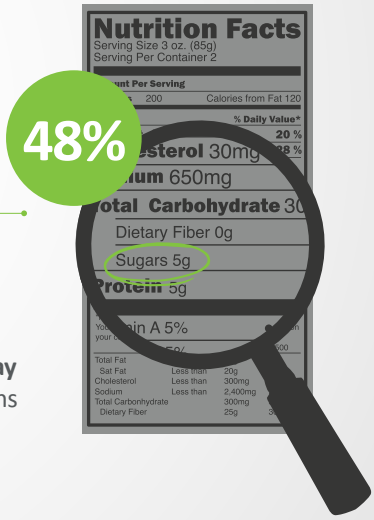
Sweet Smarts: Consumers' Concerns About Sugar

Over the last decade, U.S. consumers became less concerned about checking nutrition labels for calories, fat, and sodium. But sugar held steady until an uptick in 2016 and 2017. Now it's their number-one priority when checking labels. **See what we see . . .**

48% of U.S. adults look for sugar on nutrition labels, up 6 points from a decade ago.

By comparison, the percent checking for total **calories, total fat, sodium, and serving size has decreased during this time.**



53%

53% of teens and adults say they're trying to get less sugar in their diet.

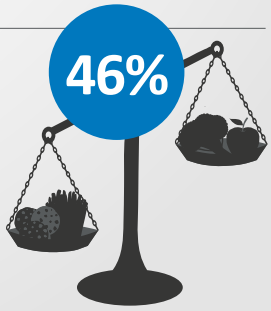
While **older adults (Boomers +) are most likely to say they're trying to get less sugar,** almost all generations voice concern at fairly average levels. The degree to which consumers act on this concern varies by generation, however.

Consumers also want their sweets to be more natural.

Adults' intentions to consume products containing artificial sweeteners have declined over time.

Consumers may talk the talk, but walking the walk is harder!

46% of teens and adults who say they're cutting back on sugar acknowledge they know how to eat well, they just don't do it!



Only The NPD Group reveals what consumers say, not just what they do. Discover which foods and beverages are most affected by concerns about sugar and how this varies by generation. The new report, **Impact of Sugar Concerns on Consumption Behavior,** gives you a winning advantage.

Source: The NPD Group/National Eating Trends®, 2 YE May 2017 and Dieting Monitor, YE June 2017