

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.

Nutrition Facts	
Serving Size 3 oz. (85g)	
Serving Per Container 2	
Amount Per Serving	
Calories	200
Calories from Fat 120	
% Daily Value*	
Cholesterol	30mg
	20%
Iron	650mg
	13%
Total Carbohydrate	30g
	6%
Dietary Fiber	0g
	0%
Sugars	5g
	10%
Protein	5g
	10%
*Percent Daily Values are based on a diet of other people's misdeeds.	
Total Fat	Less than 20g
Salt Fat	Less than 20g
Cholesterol	Less than 300mg
Sodium	Less than 2,400mg
Total Carbohydrate	Less than 300mg
Dietary Fiber	25g

48%

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

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

