

How Sweet It Is:

Our Complex Relationship with Sugar and Sweeteners

Sugar continues to be a key area of concern across all dimensions of health and wellness: Despite allowances for indulgence during the pandemic, excess sugar concerns remain front and center on consumers' radar of ingredients to control.



51% of consumers say they are decreasing **high fructose corn syrup (HFCS)**.



46% of consumers say they are avoiding **artificial sweeteners**.



42% of consumers say they are avoiding or decreasing **refined sugar**.

With negative perceptions of sugar widespread, consumers point to many dimensions of concern around it, aligned with contemporary notions of health and wellness.

Overall, consumers are finding ways to incorporate sweetness into their eating and drinking routines by managing occasions and reaching for what they view as more healthful sweetener choices.

Source: *Health & Wellness: Reimagining Well-being Amid COVID-19* report