

# CONSUMERS ARE CHOOSING FOOD AND BEVERAGE BRANDS BASED ON TOTAL SUGARS

*(not on sweetener type)*

Whether it's Coca-Cola, Pepsi, Yoplait, Dannon, Nature's Own or Sara Lee, consumers are choosing food and beverage brands based on total sugars, not specific sweetener types like high fructose corn syrup (HFCS). That's according to October 2012 research by Mintel Research Consultancy, which surveyed 2,400 primary household grocery shoppers about their attitudes and purchase behaviors around 34 brands in the 13 highest-volume food and beverage categories. Here are the findings.

## MINTEL WANTED TO DETERMINE:

- 1 What do consumers look for on package labels?
- 2 What do they avoid?
- 3 Are consumer concerns stronger for some brands than others?
- 4 Are findings at the brand level consistent with findings at the category level?

### LABEL READING: NUTRITION AWARENESS IS HIGH

**50%**

of the total population is regularly reading nutritional information on labels. Consumers watch calories more than anything else, followed by fats/oils and sugars.

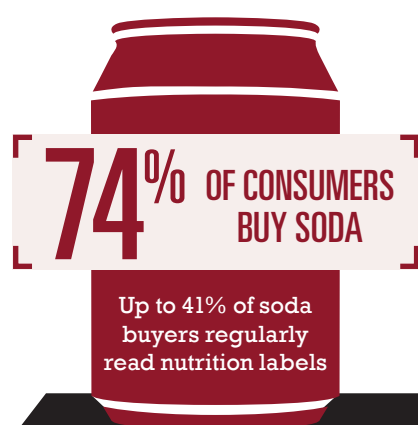
Calories	38%
Fats & Oils	30%
Sugar	28%

### BUT AWARENESS DOES NOT EQUAL AVOIDANCE

Although a consumer may be aware of a specific ingredient, they all don't avoid it.

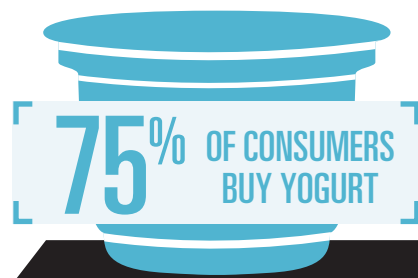
**84%** CONSUMERS WHO'VE HEARD OF HFCS

**<3%** CONSUMERS AVOIDING HFCS ACROSS 13 HIGH-VOLUME PRODUCT CATEGORIES



### AVOIDANCE: SUGAR vs HFCS BY BRAND

<b>Coca-Cola</b>	<b>pepsi</b>	<b>Dr Pepper</b>
SUGAR 20% HFCS 2%	SUGAR 18% HFCS 2%	SUGAR 19% HFCS 1%



<b>yoplait</b>	<b>DANNON</b>
SUGAR 21% HFCS 2%	SUGAR 22% HFCS 2%



<b>Nature's Own</b>	<b>ARNOLD</b>	<b>OROWEAT</b>
SUGAR 26% HFCS 5%	SUGAR 25% HFCS 3%	SUGAR 22% HFCS 5%
<b>Sara Lee</b>	<b>WONDER</b>	<b>EARTHGRAINS</b>
SUGAR 17% HFCS 1%	SUGAR 17% HFCS 0%	SUGAR 25% HFCS 3%

Fewer than 50% of Sara Lee and Wonder buyers regularly read nutrition labels

learn more at **CornNaturally.com**

**SURVEY METHODOLOGY:** Commissioned by the Corn Refiners Association in October 2012, Mintel Research Consultancy performed a 13-question telephone survey with 2,400 primary household grocery shoppers. Unaided questions delivered unprompted, top-of-mind opinions and statements to capture truest consumer attitudes and most likely behaviors. Unaided questions were also used to allow for additional probing of key topics.

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