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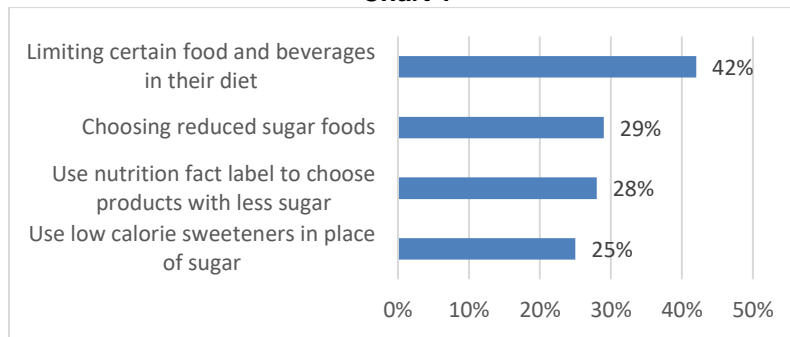
# CARGILL – SEEKING A SWEETER BALANCE

Consumers are actively looking to change their diets by reducing their sugar intake and live healthier lifestyles. It is on the radar of all consumers alike. A recent study revealed 74% of consumers are seeking to avoid the sweetener completely. 64% of consumers frequently check the nutrition fact label for things they are trying to avoid, and about 48% look for sugar, which is the number one item checked on the label.<sup>1</sup> An Innova Market insights survey revealed three in five consumers would prefer to reduce their sugar intake rather than replace it by consuming artificial sweeteners.<sup>2</sup>

Sweetness is one of the most satisfying sensory experiences, but consumers realize that too much added sugar may not be good for their health. This special report summarizes Cargill’s study into this subject matter titled: “Seeking a Sweeter Balance”.

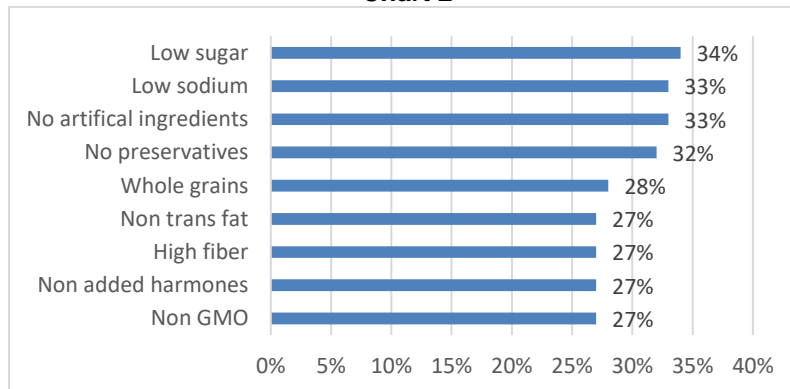
- Low/reduced sugar is one of the top claims associated with “clean label.
- 74% of consumers trying to limit / avoid sugars.
- 73% of parents pay attention to sugar in kids’ foods
- This trend is having a real impact on product choices as outlined in Chart 1.

**Chart 1**



- Low sugar tops product claims consumers seek out as outlined in Chart 2.

**Chart 2**



<sup>1</sup> Craving, Indulgence Drive Consumption Even as Consumers Seek to Avoid Sugar, [www.foodbusinessnews.net](http://www.foodbusinessnews.net), February 2020

<sup>2</sup> Majority of US Consumers Prefer to Cut Intake Than Switch to Artificial Sweeteners, [www.fooddive.com](http://www.fooddive.com), November 2019

# FOOD DISTRIBUTION GUY PROFILE

Food Distribution Guy provides industry expertise and creative strategies for emerging and established food businesses that assist them in breaking through the competitive landscape and “Getting and Staying” listed in the grocery and health store sector. Our role is to help ensure your success is sustainable in the long-term & to assist you in obtaining the distribution of your products through the appropriate channels (traditional grocery, health stores, mass merchandiser, club, general merchandise, C-stores) available for retailing your product.

Richard Baker is CEO and Founder of Food Distribution Guy. He is a skilled strategic branding and award-winning marketing expert who assists food and beverage manufacturers to break through the competitive landscape in the grocery sector and achieve distribution.

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