

The Sugar Backlash and its Effects on Global Consumer Markets

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Date: October 2014

Pages: 84

Price: US\$ 1,200.00 (Single User License)

ID: S5DAE9DC5CEEN

Abstracts

Added sugars – in particular fructose - in processed food and drinks play a key part in the growing problems of obesity, diabetes and tooth decay. Consumer demand is forcing manufacturers to reduce sugar content and develop natural alternatives to artificial sweeteners (such as stevia blends) in their products. Our new report studies the impacts of this change on global ingredients; consumer markets such as packaged foods, soft drinks and health and wellness; company strategy and legislation.

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Contents

- Executive Summary
- Demand Factors
- Consumer Attitudes
- Trends in Ingredients
 - Chart 1 Global High Intensity Sweeteners Market by Type 2013
- Consumer Market Trends
- Company Strategy
- Outlook
- Introduction and Definitions
 - the Demonisation of Sugar
 - Definitions
 - Summary 1 Types of Sugars and Bulk Sweeteners
 - Summary 2 Types of High Intensity Sweeteners
 - Fact Versus Opinion
 - Summary 3 Arguments For and Against Sugar Reduction
- Demand Factors
 - the Obesity Pandemic
 - Chart 2 Obese Population in Key Markets 2008/2013
 - Chart 3 Prevalence of Diabetes in Key Markets 2008/2013
 - Tooth Decay
 - Chart 4 Children's Dental Health in Key Markets 2013
- Health Awareness
 - Chart 5 Life Expectancy at Birth in Key Markets 2008/2013
- Regulatory Guidelines and Legislation
- Developments in Low-calorie Sweeteners
- Consumer Attitudes Towards Sugar
 - Chart 6 Dietary Restrictions by Country 2013
 - Chart 7 "Which of the following factors or ingredients do you look for on food labels and food ingredient labels?" by Country 2013
 - Chart 8 "Which of the following factors or ingredients do you look for on food labels and food ingredient labels?" by Age Group 2013
 - Chart 9 "Which of the following factors or ingredients do you look for on food labels and food ingredient labels?" by Gender
 - Chart 10 "Which of the following phrases would you use to describe low calorie soft drinks" 2012?
- Market Trends
- Ingredients

Table 1 Global Sales of Sugar and Sweeteners as Ingredients by Category 2008/2013
Chart 11 Leading Markets for Stevia 2013

Beverages

Chart 12 Per Capita Consumption of Regular Cola Carbonates in Leading Markets 2008/2013

Chart 13 Per Capita Consumption of Low-calorie Cola Carbonates in Leading Markets 2008/2013

Summary 4 Mid-calorie Carbonate Launches 2012-2014

Table 2 Global Sales of Reduced-sugar and Regular Soft Drinks by Category 2008/2013

Chart 14 Reduced-sugar Soft Drinks as a % of Total Soft Drinks by Category 2008/2013

Sweet Packaged Foods

Table 3 Sales of Sugary Foods by Type 2009/2014

Chart 15 Per Capita Consumption of Sugary Packaged Foods by Country 2014

Better for You (bfy) Foods

Chart 16 Global Sales of BFY Packaged Food by Type 2009/2014

Table 4 Global sales of Reduced-Sugar Packaged Foods by Category 2009/2014

Hidden Sugars

Chart 17 Sugar Content of Breakfast Cereals in Germany 2012

Key Market Trends

Australia

Chart 18 Australia: Obesity 2008-2018

Table 5 Australia: Sales of Sweet Packaged Foods and Drinks 2009/2014

Brazil

Chart 19 Brazil: Obesity and Diabetes 2008-2018

Table 6 Brazil: Sales of Sweet Packaged Foods and Drinks 2009/2014

China

Chart 20 China: Obesity and Diabetes 2008-2018

Table 7 China: Sales of Sweet Packaged Foods and Drinks 2009/2014

Germany

Chart 21 Germany: Obesity and Diabetes 2008-2018

Table 8 Germany: Sales of Sweet Packaged Foods and Drinks 2009/2014

Mexico

Chart 22 Mexico: Obesity and Diabetes 2008-2018

Table 9 Mexico: Sales of Sweet Packaged Foods and Drinks 2009/2014

UK

Chart 23 UK: Obesity and Diabetes 2008-2018

Chart 24 UK: Daily Added Sugar Intake by Age Group

Chart 25 UK: Sources of Added Sugar by Age Group

Table 10 UK: Sales of Sweet Packaged Foods and Drinks 2009/2014

US

Chart 26 US: Obesity and Diabetes US 2008-2018

Chart 27 US: Sources of Added Sugar by Age Group

Table 11 US: Sales of Sweet Packaged Foods and Drinks 2009/2014

Company Strategy

Sugar Reduction by Stealth

Portion Control and Calorie Caps

Voluntary Schemes and Health Campaigns

Retailers Take Action

the Switch To Natural Sweeteners

Future Outlook

Anti-sugar Movement To Gain Momentum

More Research Required

the World Will Continue To Become Fatter

Chart 28 Forecast Obesity Rates in Key Markets 2013/2018

the Need for Government Intervention

More Sugar Taxes on the Cards

the Need To Make Food Labelling More Transparent

the Role of Industry

the Future of Sweeteners

Table 12 Forecast Sales of Sugar and Sweeteners as Ingredients by Category
2013/2018

Searching for the Ideal Sugar Replacement

Avoidance Versus Indulgence

Soft Drinks Trends

Table 13 Forecast Sales of Soft Drinks 2013-2018

A Growing Preference for Nh Foods

Chart 29 Forecast Sales of Selected Health and Wellness Packaged Foods 2014-2019

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