

The Sugar Backlash and its Effects on Global Consumer Markets

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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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