Sugar and Sweeteners - US - September 2014

Report Price: £2466.89 | $3995.00 | €3133.71

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"The success of the honey segment is likely tied to the high perception of health it holds among US consumers. Some 60% of respondents to Mintel's custom consumer survey say honey is good for health, compared to 10% who say granulated sugar is good for health."
- Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- How can the category combat negative perceptions of health?
- How closely do consumers pay attention to sweeteners in packaged food?
- How can brands compete with the strength of private label?

Dollar sales of sugar and sweeteners have struggled. Increased attention on BFY (better for you) eating, and the perception of sugar's negative impact on health have contributed to this lackluster performance. While honey represents the smallest segment measured in this report. The expansion of natural sugar alternatives and low-calorie sweeteners should benefit the category moving forward.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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