



Perspective of Consumers About Low-Calorie Sweeteners

August 25, 2011

Overview

- **Principal reasons to use non-caloric sweeteners as stated by consumers**
- **Perceptions that consumers have about non-caloric sweeteners and their applications**
- **Strategies used by consumers when using non-caloric sweeteners to balance energy intake in the diet**



Calorie Control Council

- International association representing the low-calorie food and beverage industry, including the manufacturers and suppliers of low-calorie and light foods and beverages, as well as the manufacturers and suppliers of more than two dozen different alternative sweeteners and other low-calorie ingredients.



Calorie Control Council

- The Council fosters the communication of information on the importance of diet, physical activity and weight control in achieving and maintaining a healthy lifestyle. Consumers will benefit from a better understanding of the importance of reducing calorie intake and increasing caloric expenditure as an essential part of a healthy lifestyle.
- The Council supports the availability of a wide variety of safe low-calorie ingredients. The public is best served by having a variety of low-calorie ingredients, with each allowed to find its most effective role in the marketplace.



CCC National Consumer Survey

Low-Calorie Products Usage and Weight Control Habits

- To gauge public opinion on low-calorie, sugar-free foods and beverages and to determine:
 - current usage
 - reasons for using these products
 - weight control behaviors and extent of dieting
 - eating and shopping behaviors and expectations regarding these products



Methodology

- Conducted by Booth Research Services
- Studied 1,200 persons in the U.S. over the age of 18, male and female
- Combined online and phone surveys
- Study reliability is +/- 2.8 %

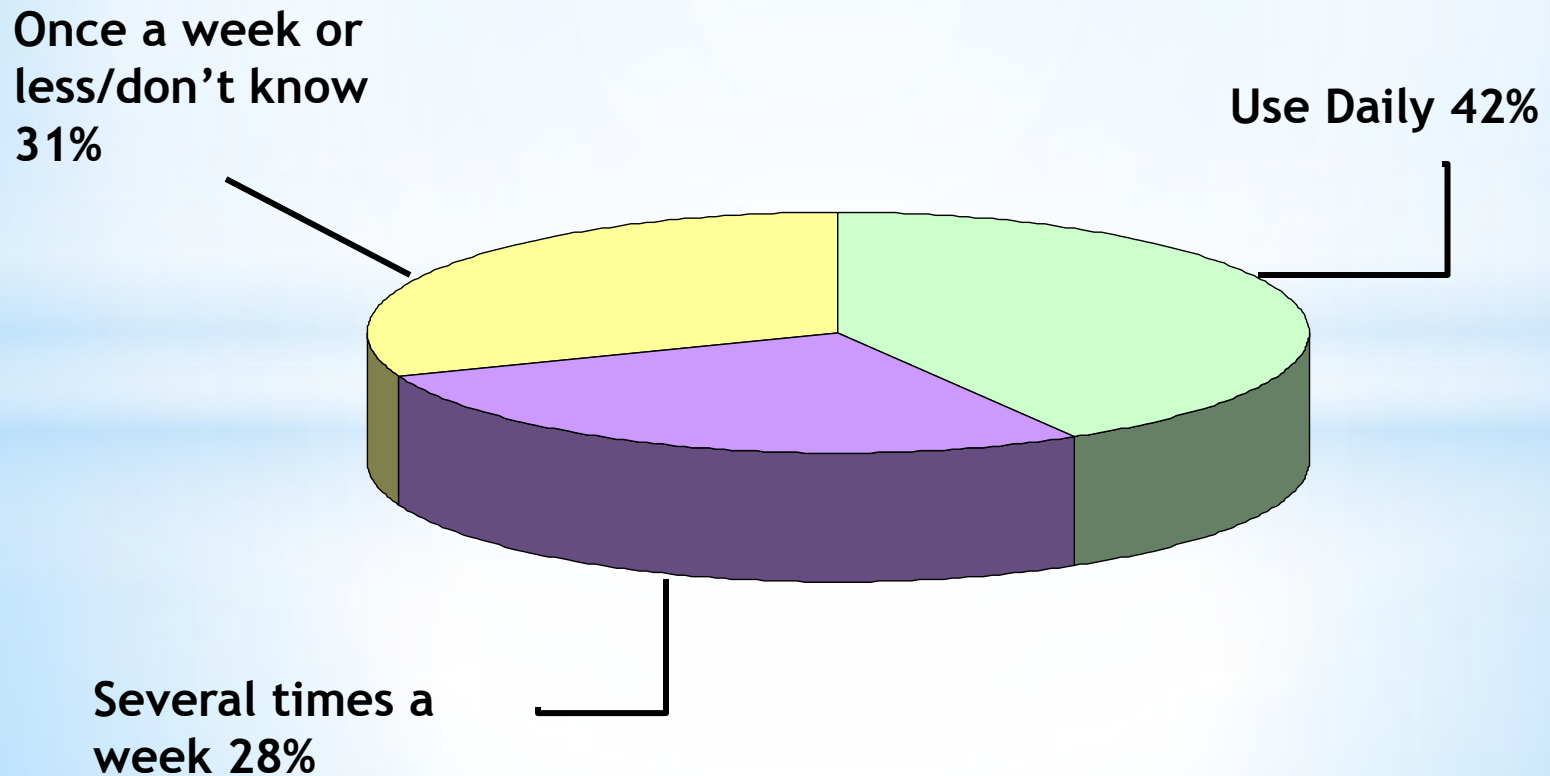


Light Product Findings

- 82% of adults use light products (nearly 187 million)
- Those 18-34 are more likely to use light products than those 35+ (85% vs. 80.6%)
- On average, category users consume 4 different types of low-calorie, reduced-sugar, sugar-free products.



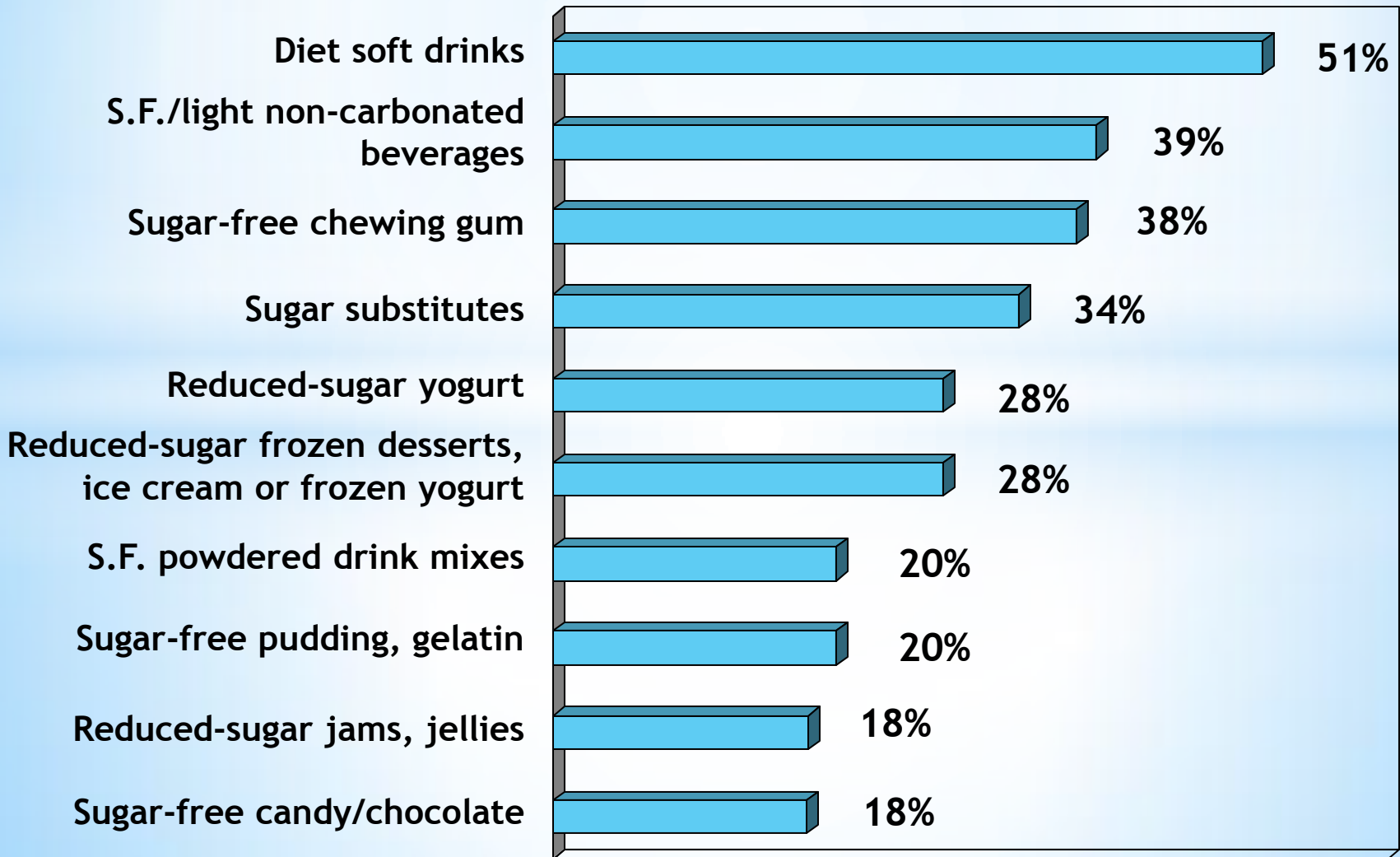
Frequency of Using Low-Calorie Products



Base: Respondents Who Use Low-Calorie, Reduced-Sugar, or Sugar-Free Foods and Beverages, N=985



Usage of Low-Calorie, Reduced-Sugar or Sugar-Free Products



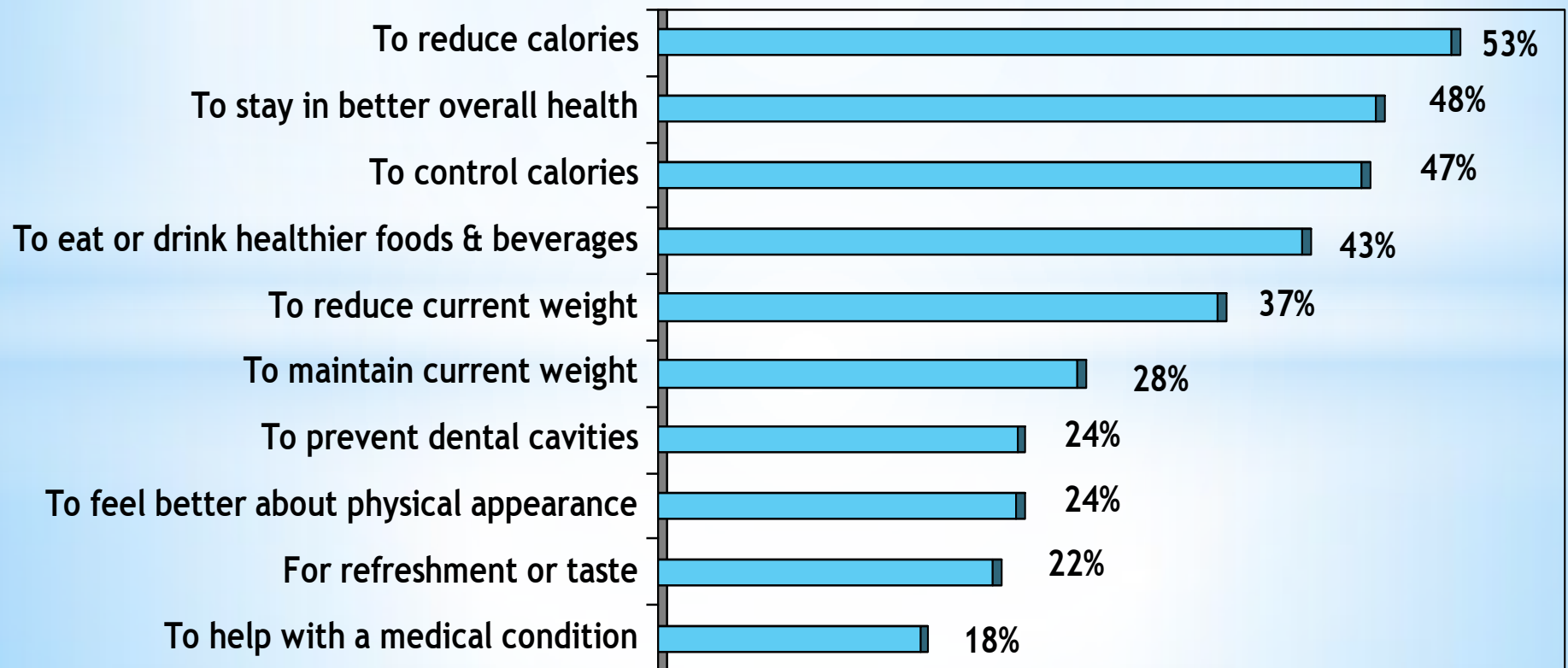
Base: Total Respondents, N=1203

Product-Specific Usage Differences by Age

- Those 18-34 are more likely than those 35+ to use:
 - Sugar-free/light non-carbonated beverages (45.3% vs. 36%)
 - Sugar-free chewing gum (48% vs. 33%)
- Those 35+ are more likely than those 18-34 to use sugar substitutes (36% vs. 28%)



Reasons for Consuming Low-Calorie Products



Base: Respondents Who Use Low-Calorie, Reduced-Sugar, or Sugar-Free Foods and Beverages, N=985

Preferred Food Label Descriptor

- 29% prefer the term “sugar-free”
- 21% prefer the term “low-calorie”
- 16% prefer the term “light”
- 14% prefer the term “reduced-sugar”
- 14% prefer the term “diet”



Reasons for Not Using Light Products

- Only 18% of the adult population do not consume low-calorie, reduced-sugar and sugar-free foods and beverages. Reasons for not using include:
 - 52% don't like the taste/aftertaste
 - 49% prefer regular sugar
 - 37% don't worry about weight
 - 36% don't worry about calories
 - 30% say they're not good for you
 - 29% don't need to use
 - Only 19% say they're concerned about safety



Weight Reduction and Control

- Over half (54%) of adults are trying to reduce their weight
 - Females are more likely than males to say they are trying to reduce their weight (61% vs. 46%)
 - Light product consumers more likely than non-consumers to say they are trying to reduce their weight (60% vs. 25%)
- An additional 28% are trying to *control* their weight
- As a result, a total of 82% of adults are “weight conscious”

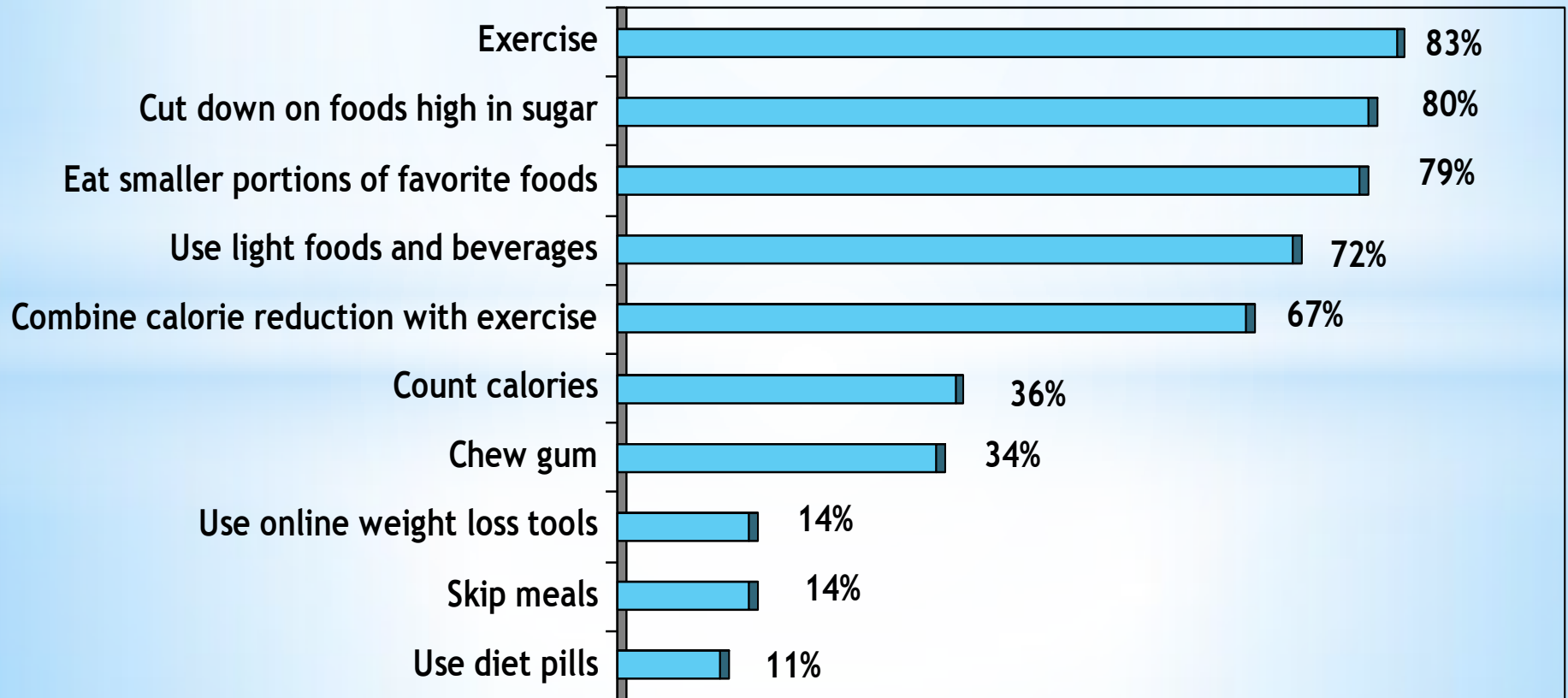


Overweight Perceptions

- 71% of adults say they *need* to lose weight
 - 21% say they need to lose less than 10 pounds
 - 50% say they need to lose 10 pounds or more

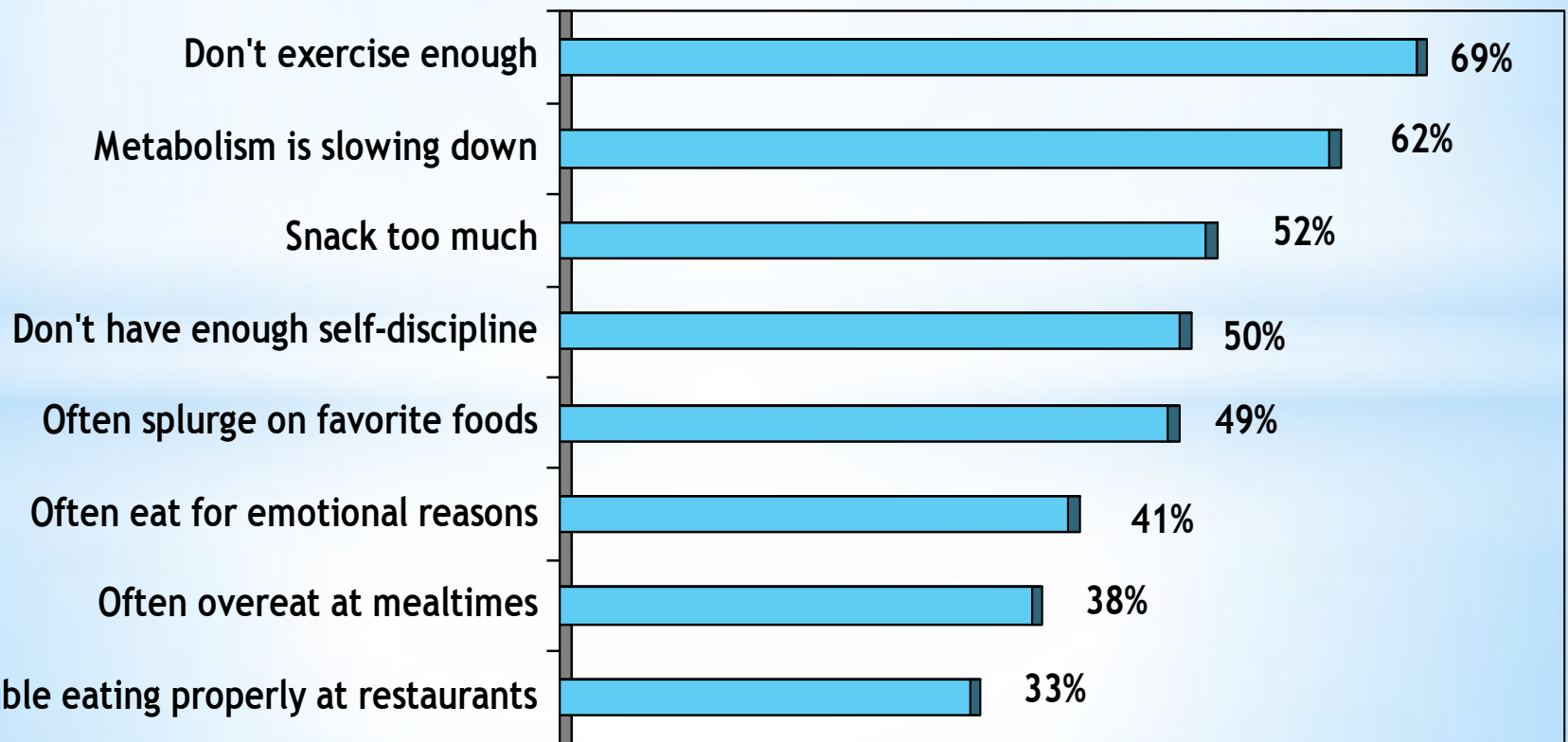


Methods of Reducing or Controlling Weight



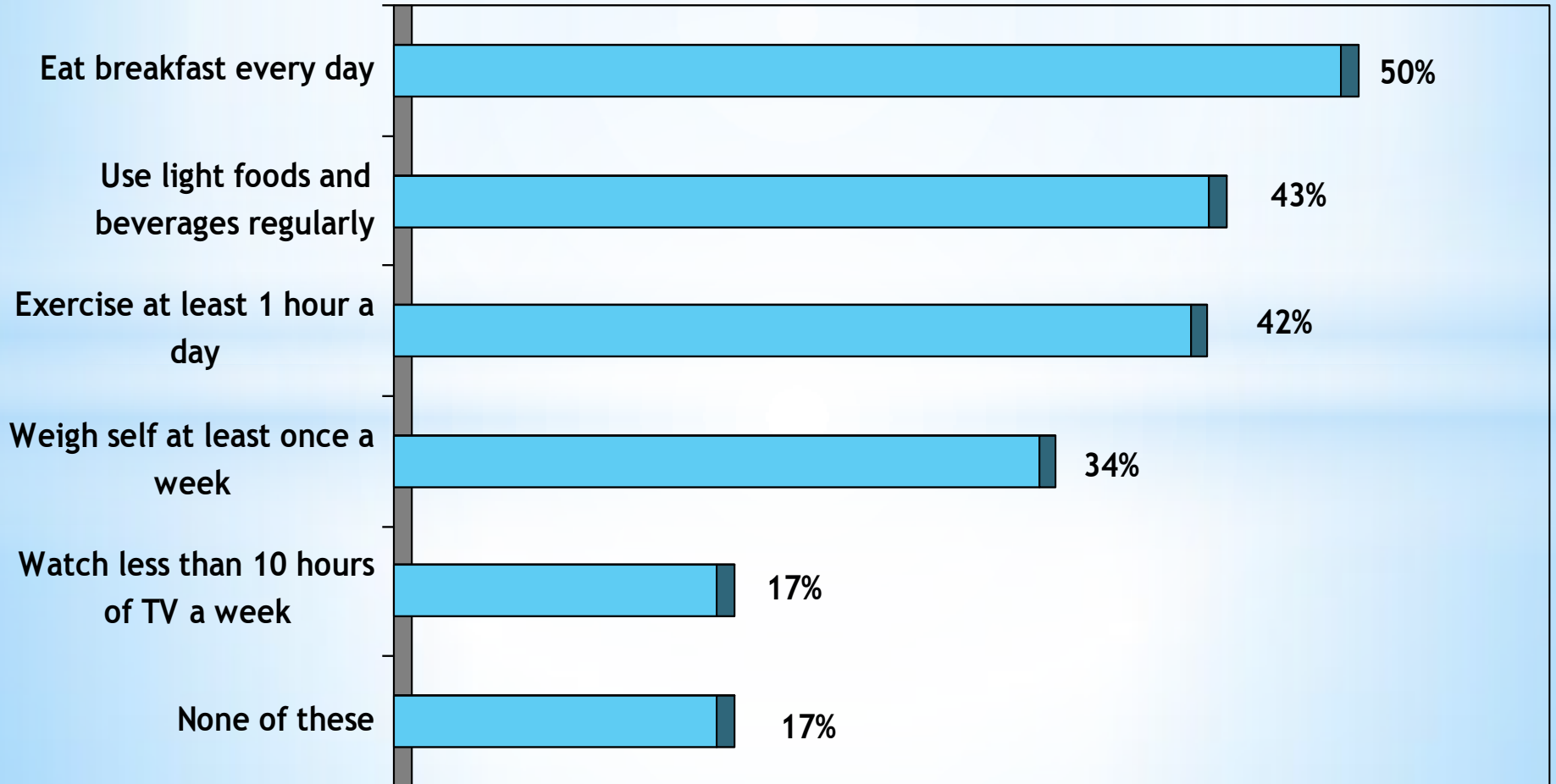
Base: weight reducers or controllers N=980

Reasons for Being Unsuccessful at Losing Weight



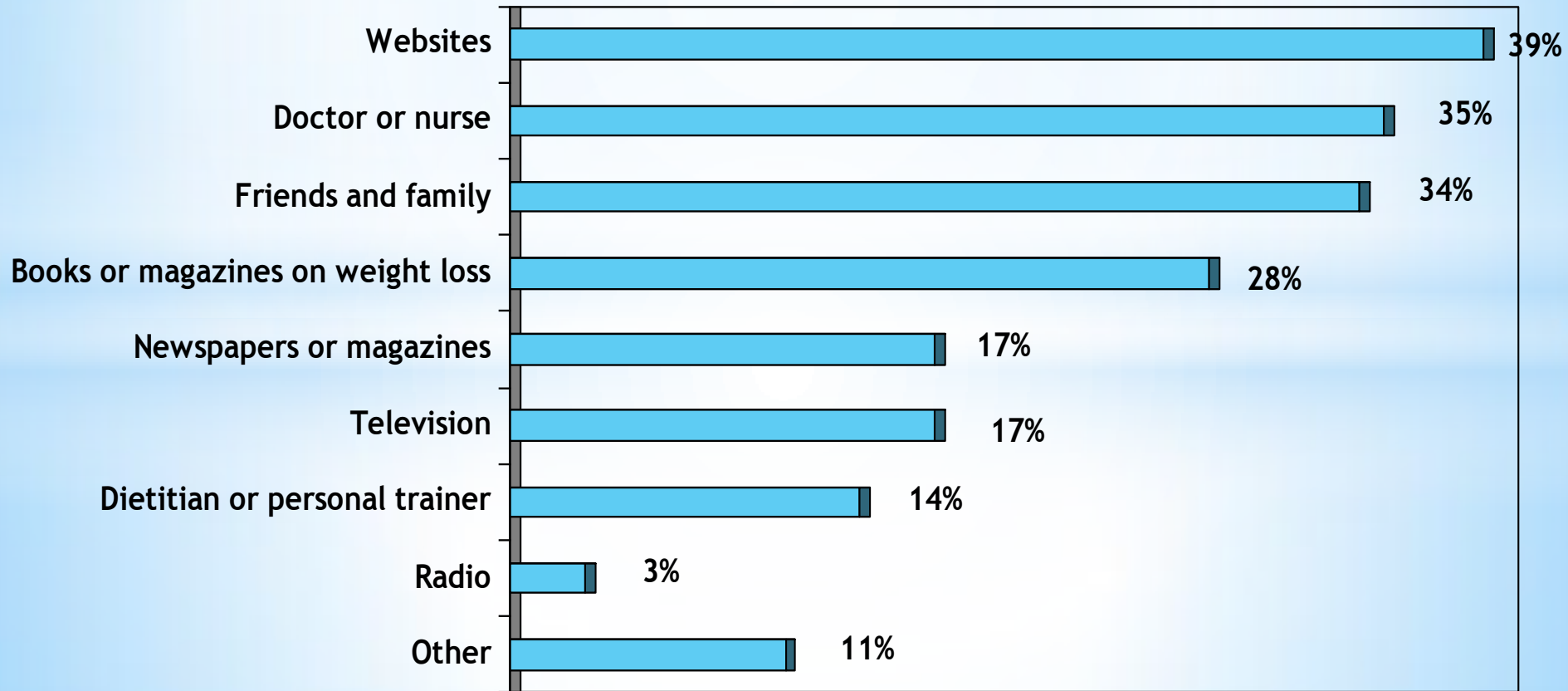
Base: Respondents needing to lose weight N=857

Helpful Weight Control Strategies



Base: Total respondents, N=1203

Primary Sources for Weight Loss Advice



Base: Total respondents, N=1203

Eating and Shopping Habits

- Nearly two-thirds (64%) say they check nutrition labels for sugar and sweeteners
- Three-quarters say they are eating healthier today than three years ago (76%), and agree that substituting with low-calorie foods helps control your weight (73%)
- Half (51%) say they always try to balance calories on a daily basis
- Only 36% say substituting with low-calorie foods gives you freedom to eat more of what you like



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