



# Could consumers' purchase intent be influenced by new sugar label regulations?

**67%**  of consumers are **UNAWARE** of upcoming label changes.



Roughly 3/4 of those with some intent to read the nutritional panel indicate that the

**ADDITION OF ADDED SUGARS WILL IMPACT THEIR PURCHASE DECISION**

either positively or negatively.

Consumers who have a **NEGATIVE OPINION** about the use of **sugar substitutes**

**53%** BREAD CONSUMERS 

**42%** SWEET GOODS CONSUMERS 

Chemical-sounding sugar substitutes have **LESS APPEAL** to consumers.



Sucralose, Aspartame, Saccharin, Sorbitol, Maltodextrin, Polydextrose, Acesulfame potassium

Honey, Agave Nectar, Stevia, Monk fruit extract 

