



# Market Monitor - 2014



# Agenda

- Background
- Summary
- Concerns about health and obesity
- Concerns about food
- Attitudes towards sugar
- Attitudes towards artificial sweetener
- Sugar vs. Artificial sweetener



# Background



## Background

- 10.047 interviews in the Nordic – 2.509 in Sweden
- The survey was conducted as online interviews from April 14<sup>th</sup> to May 9<sup>th</sup> 2014.
- Market Monitor has been tracking consumption and attitude towards sugar since 2002
- Breakdown of data available in Mawin (age, gender, sports activities etc.)



# Summary



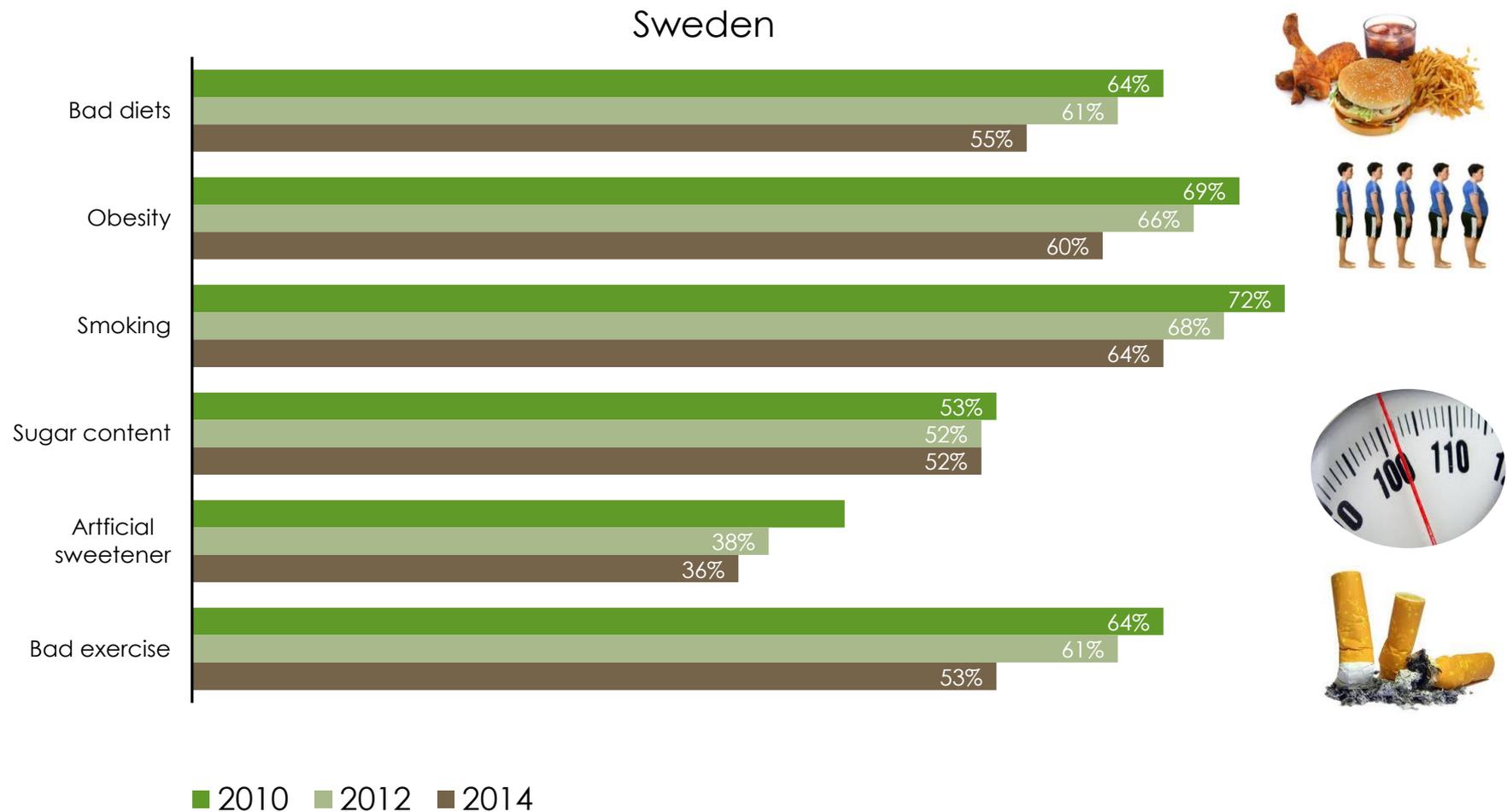
## Summary

- People are less concerned about health in general...but
- ...Health is very much related to obesity
- Almost 4 out of 10 are either thin/underweight or obese in the nordics
- The preference for whole grain products seems to have peaked
- The concern for sugar has increased – and the concern about artificial sweeteners has on the other hand declined – however more people are still trying to avoid artificial sweeteners.

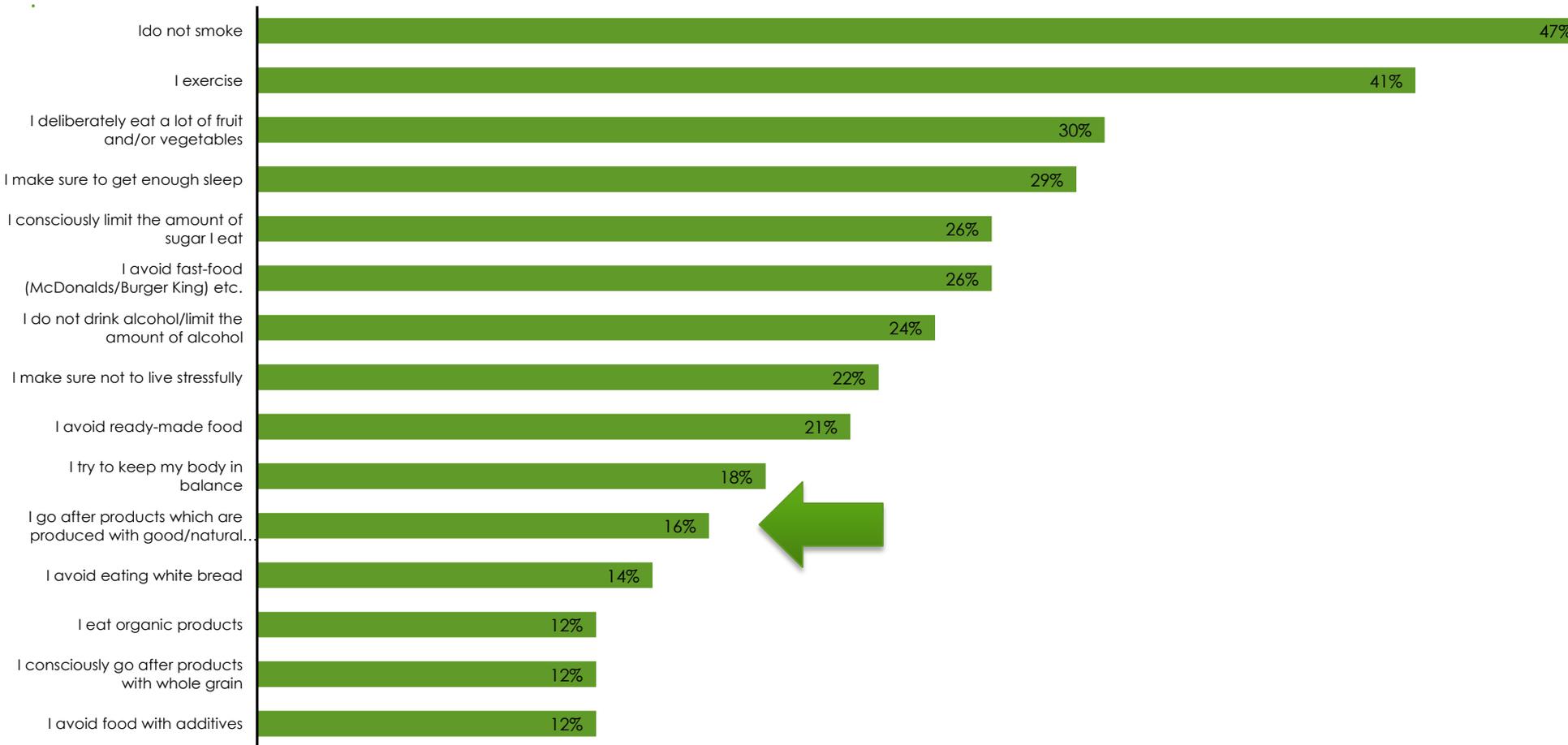


# Concerns about health & obesity

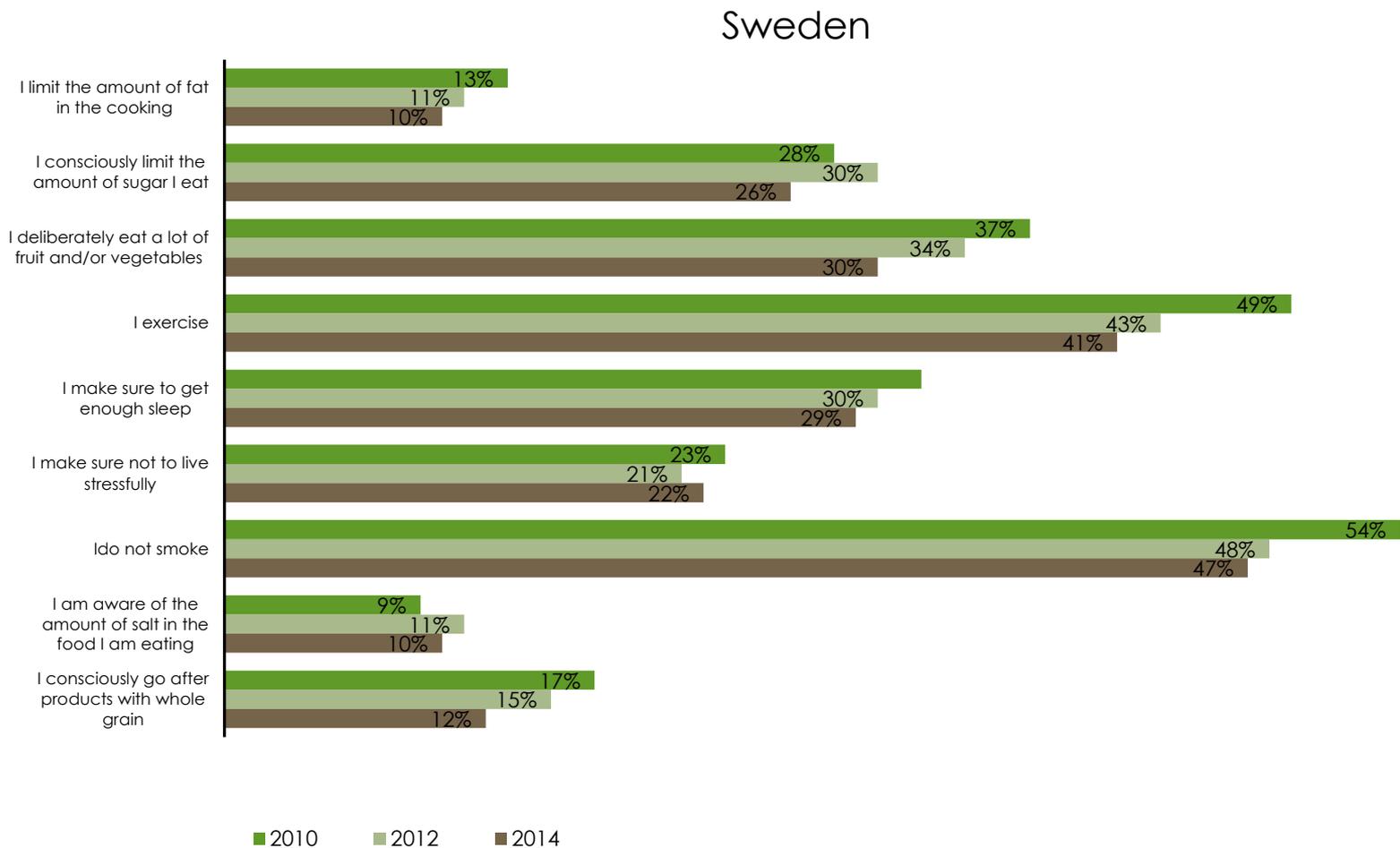
Also a decline in the concern in Sweden – still 60% concerned about obesity



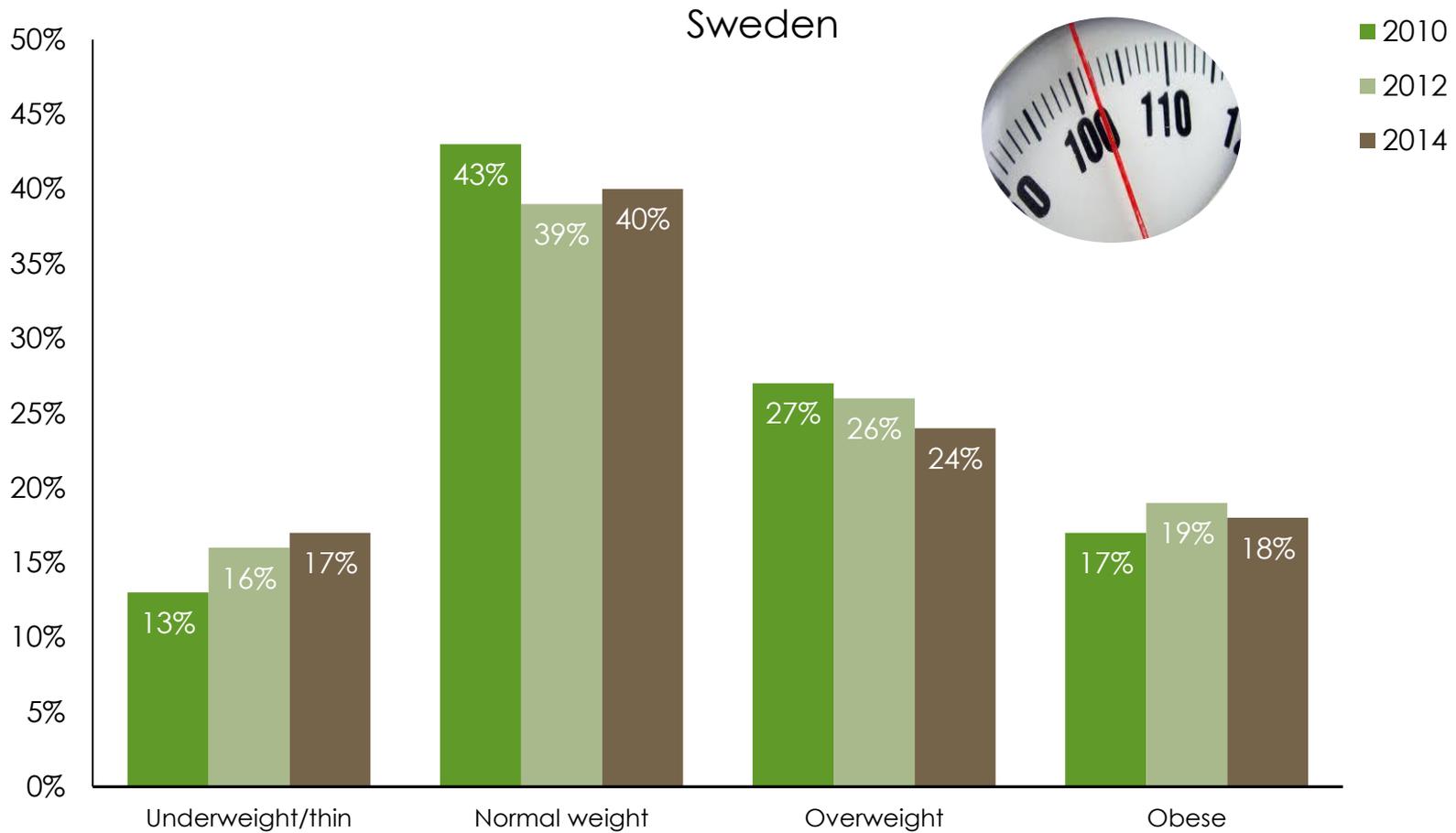
# Smoking is a concern in Sweden – more focus on natural materials



# Sugar is more important than fat – less people are focused on doing exercise!



# More underweight people in Sweden



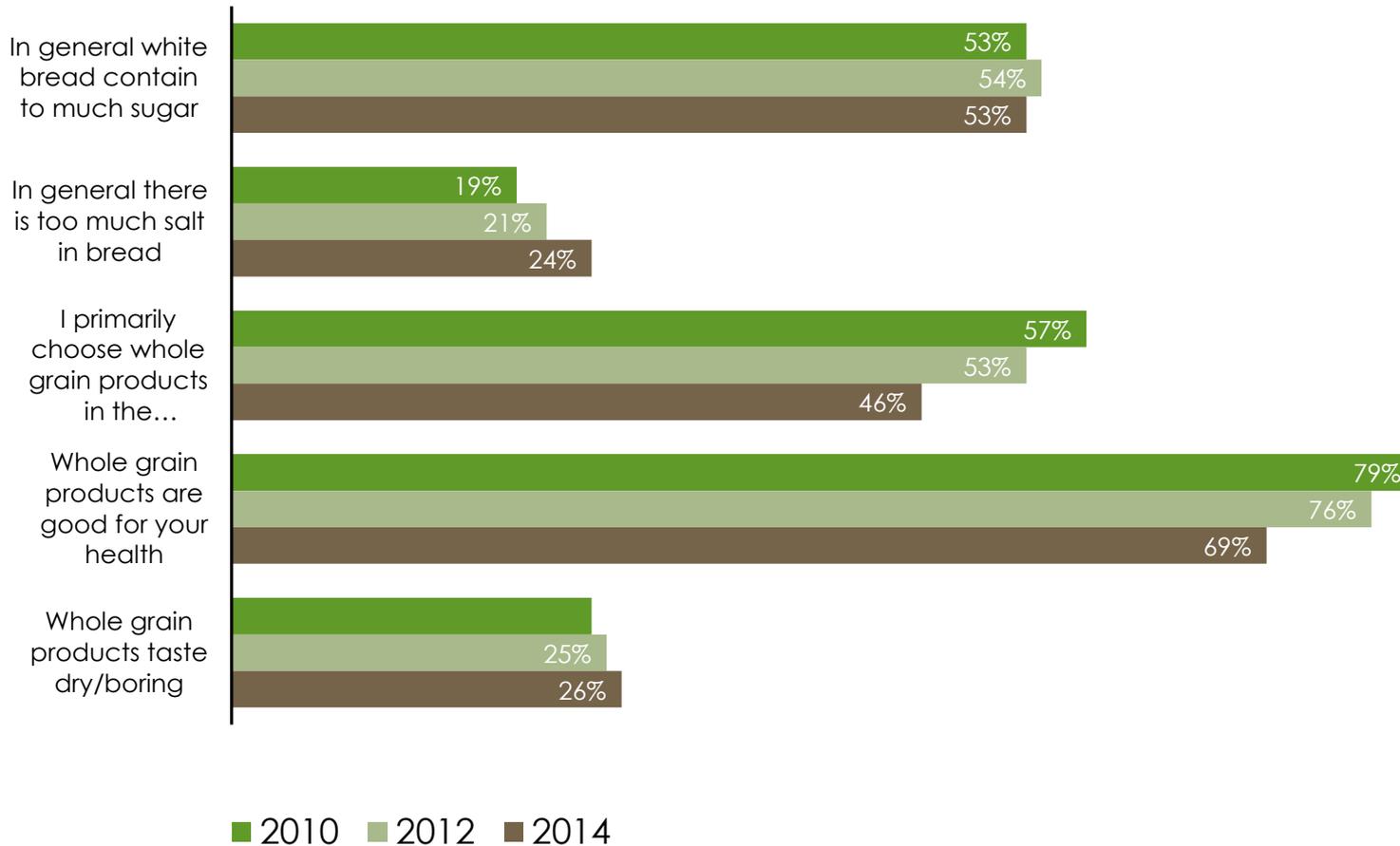
- 2010
- 2012
- 2014

Concern about food

Wholegrain vs. carbohydrate

The preference for whole grain products seems to have peaked. There seems to be more focus on salt in food

### Sweden

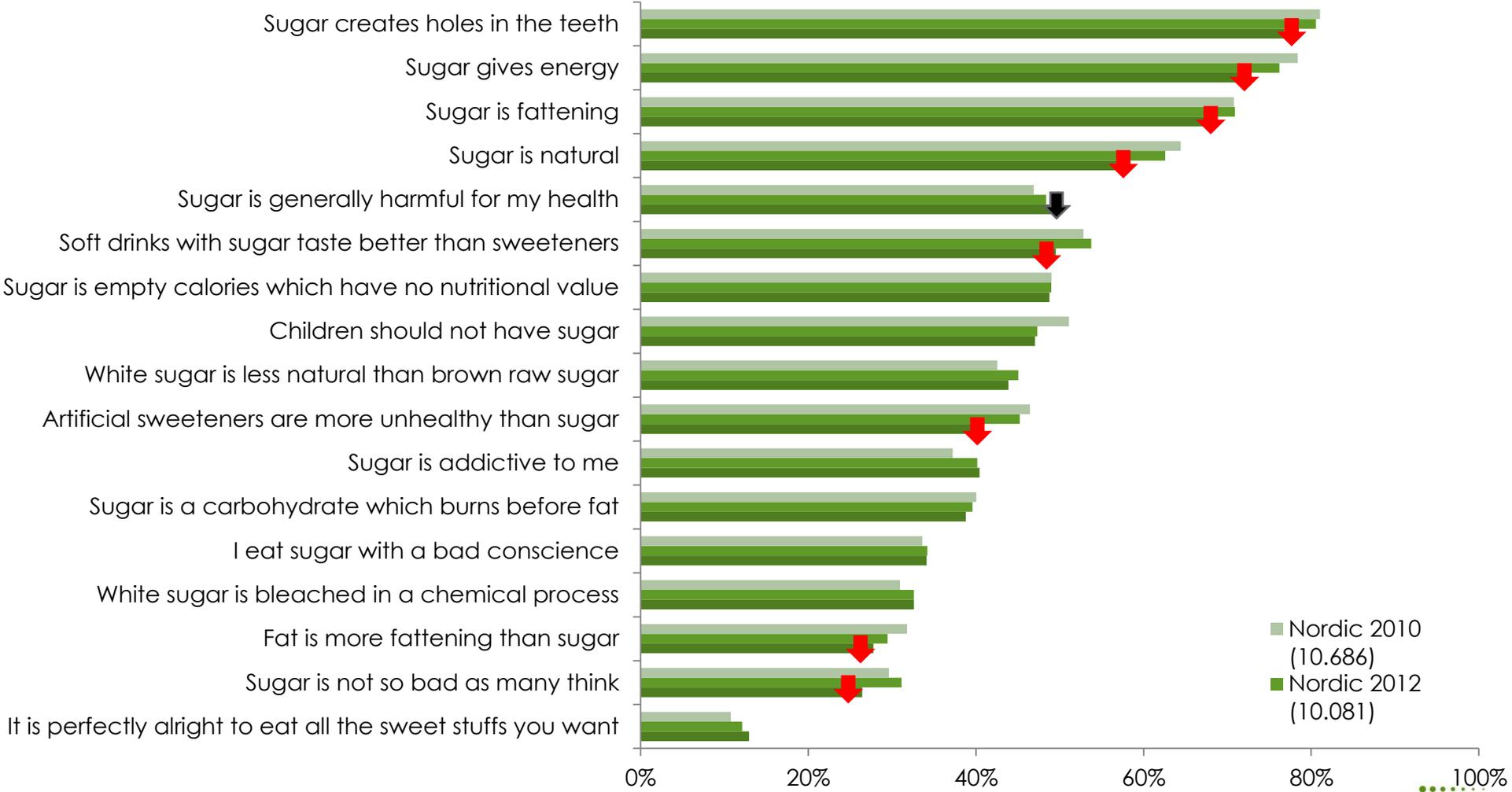




# Attitudes towards sugar

# Attitudes and associations towards sugar.

- The proportion of people claiming that sugar is harmful for my health has increased significant. On the other hand "sugar creates holes in my teeth", "sugar gives energy", "sugar is fattening" and "soft drinks with sugar taste better than soft drinks sweetened with artificial sweetener" has dropped

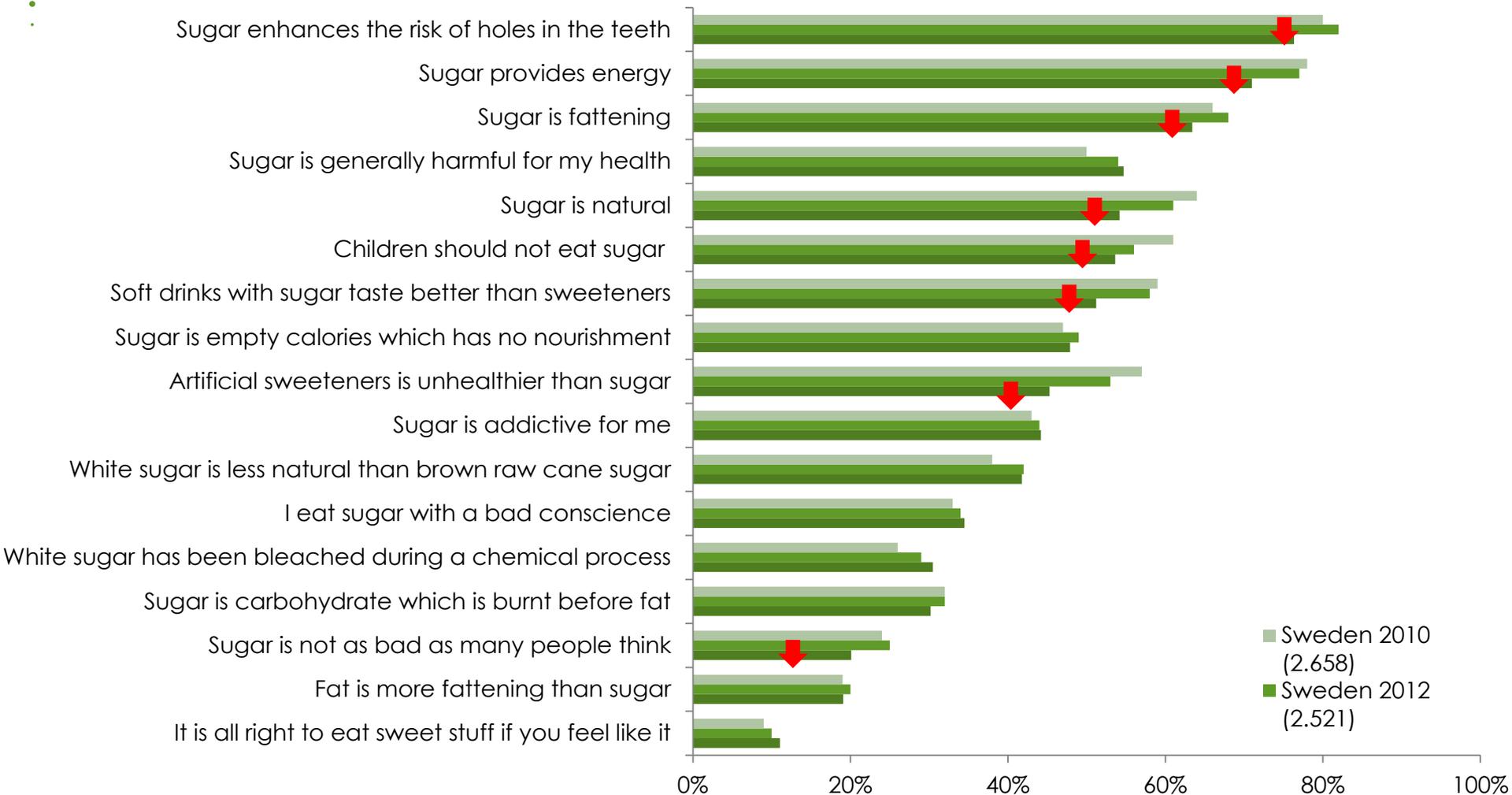


■ Nordic 2010 (10.686)  
■ Nordic 2012 (10.081)



# ● Attitudes and associations towards sugar.

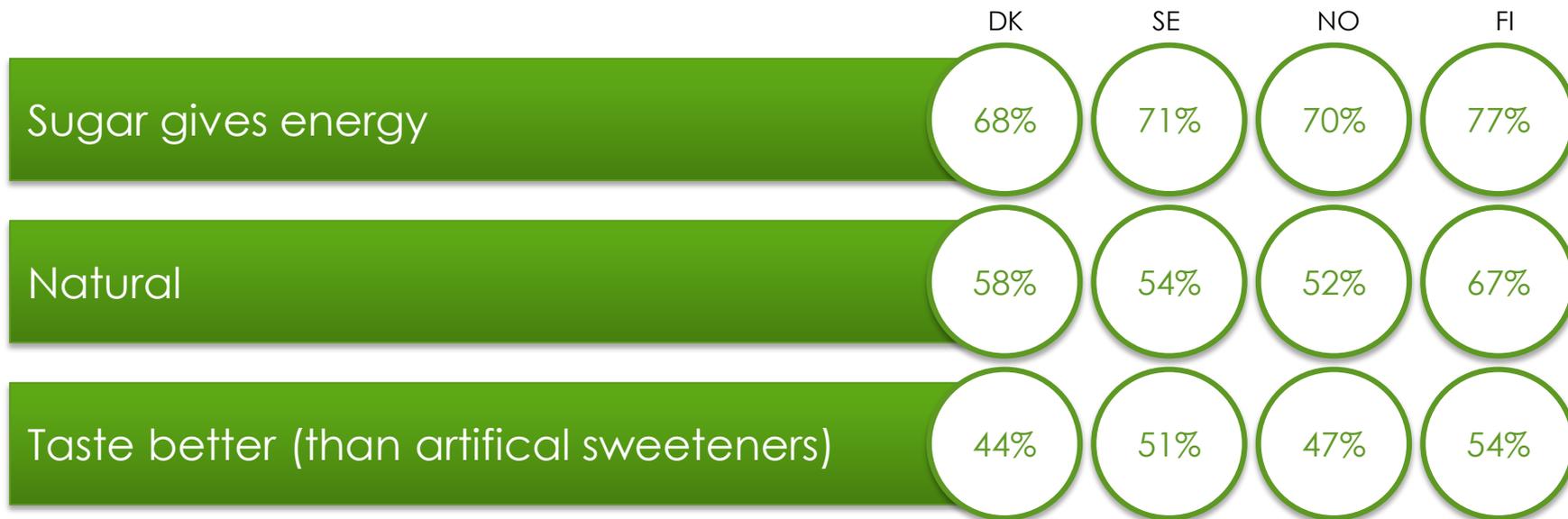
● In Sweden there are no significant changes in people claiming that “sugar is hurtful for my health”. As in the Nordics less people are associate sugar with holes in teeth, gives energy and is natural



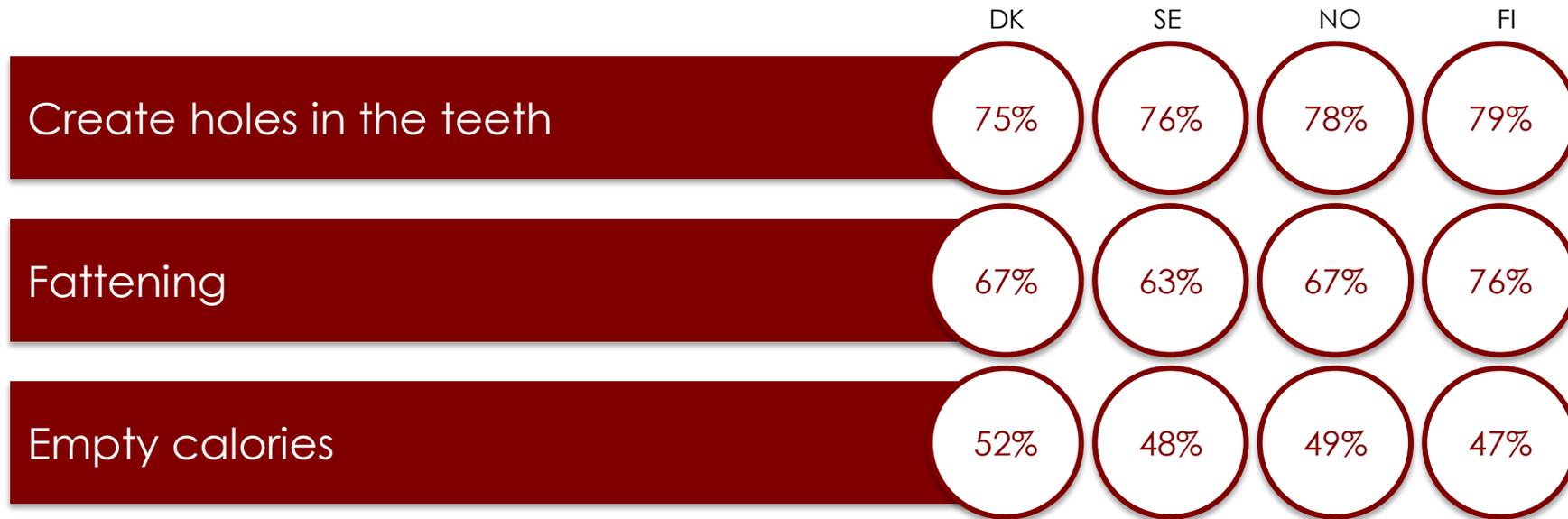
Sweden 2010 (2.658)  
Sweden 2012 (2.521)



Very constant attitudes and associations towards sugar; gives energy, is natural and taste better



On the other hand it is also strongly associated with creating holes in teeth, is fattening and are empty calories

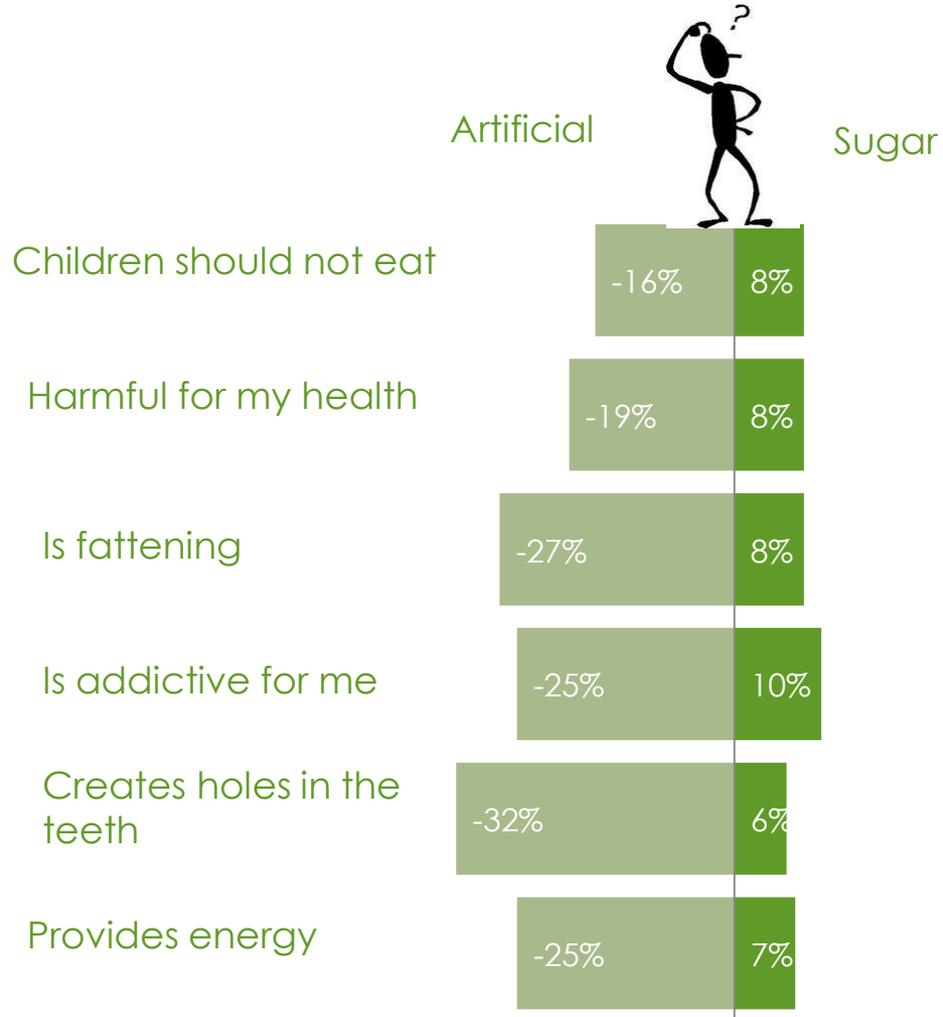


However – still some confusion about sugar...

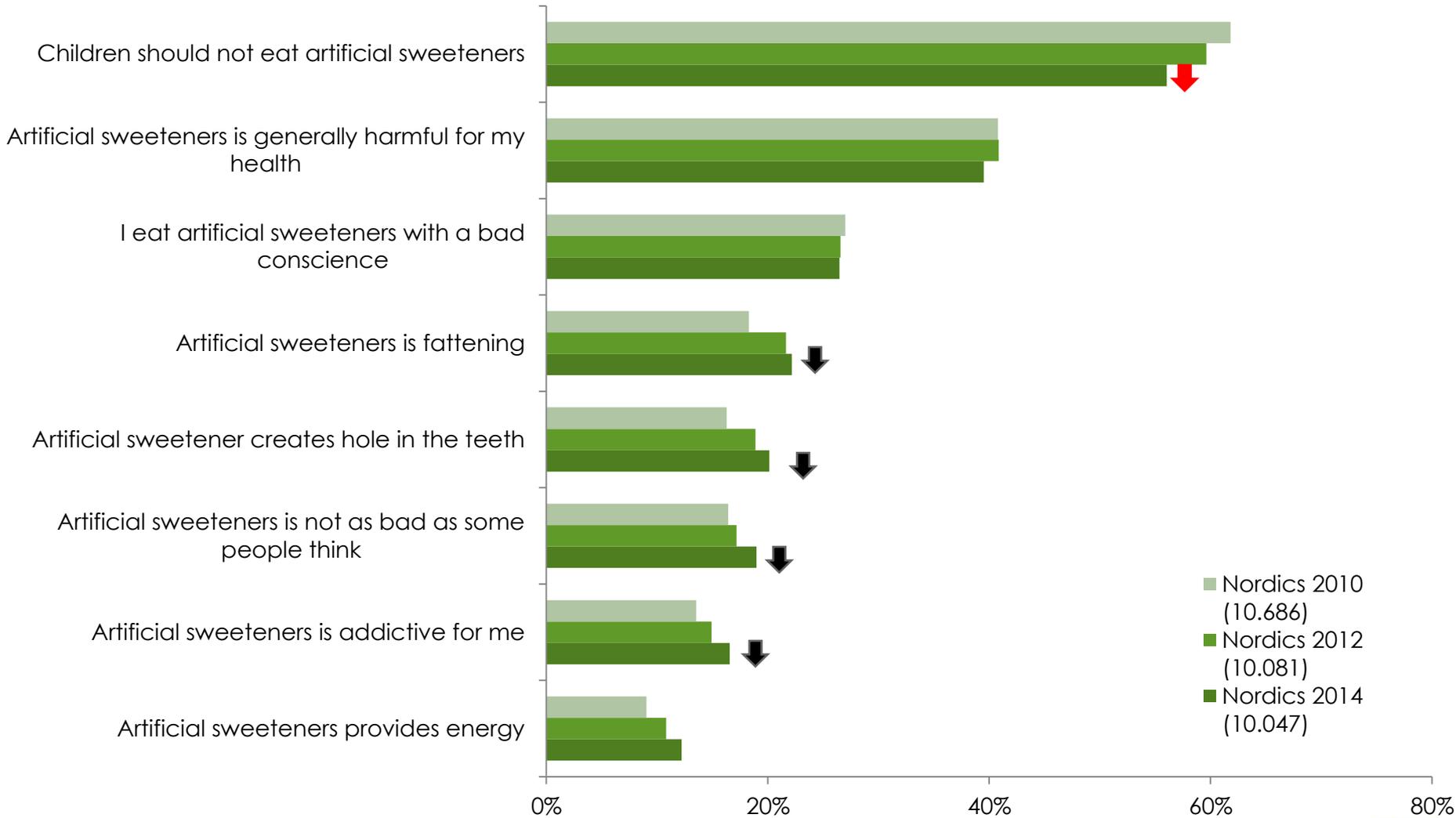


# Attitudes towards artificial sweeteners

# Less knowledge about artificial sweetener



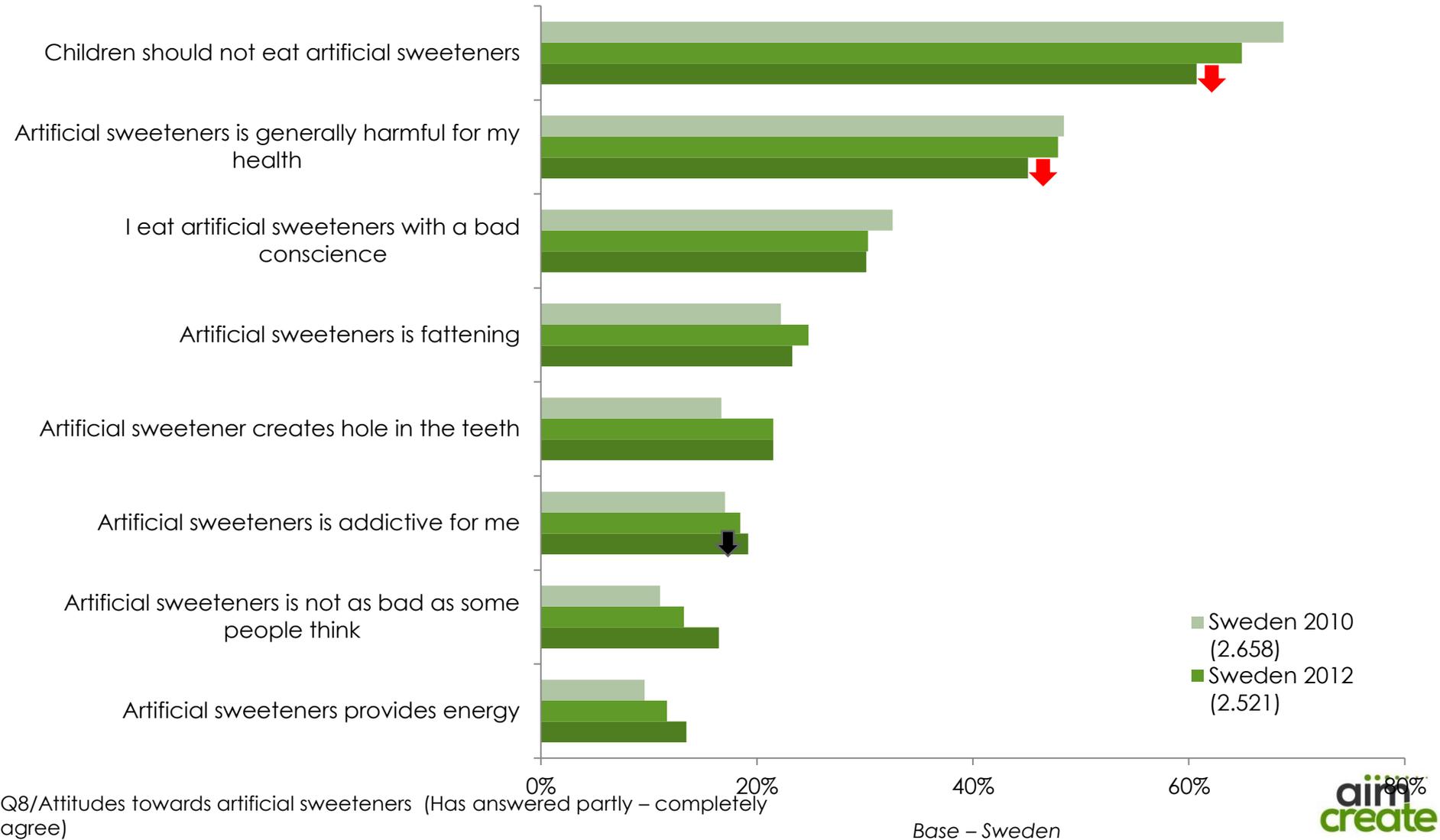
● “Children should not eat artificial sweeteners” is still top scorer.  
 ● However it has dropped significantly since 2012.



■ Nordics 2010 (10.686)  
 ■ Nordics 2012 (10.081)  
 ■ Nordics 2014 (10.047)

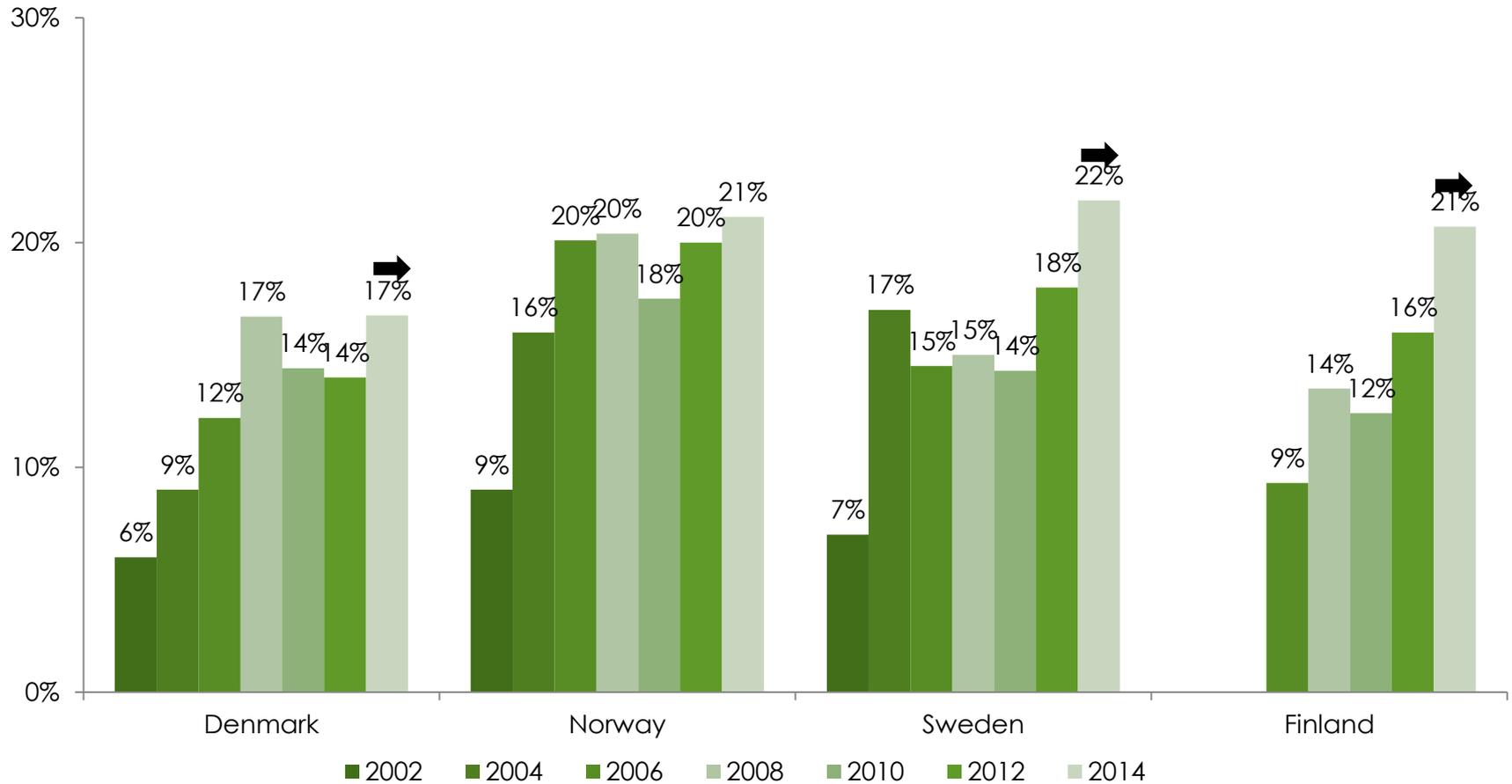


- “Children should not eat artificial sweeteners” together with “artificial sweeteners is generally harmful for my health” is still top scorer.
- However both has dropped significantly since 2012..

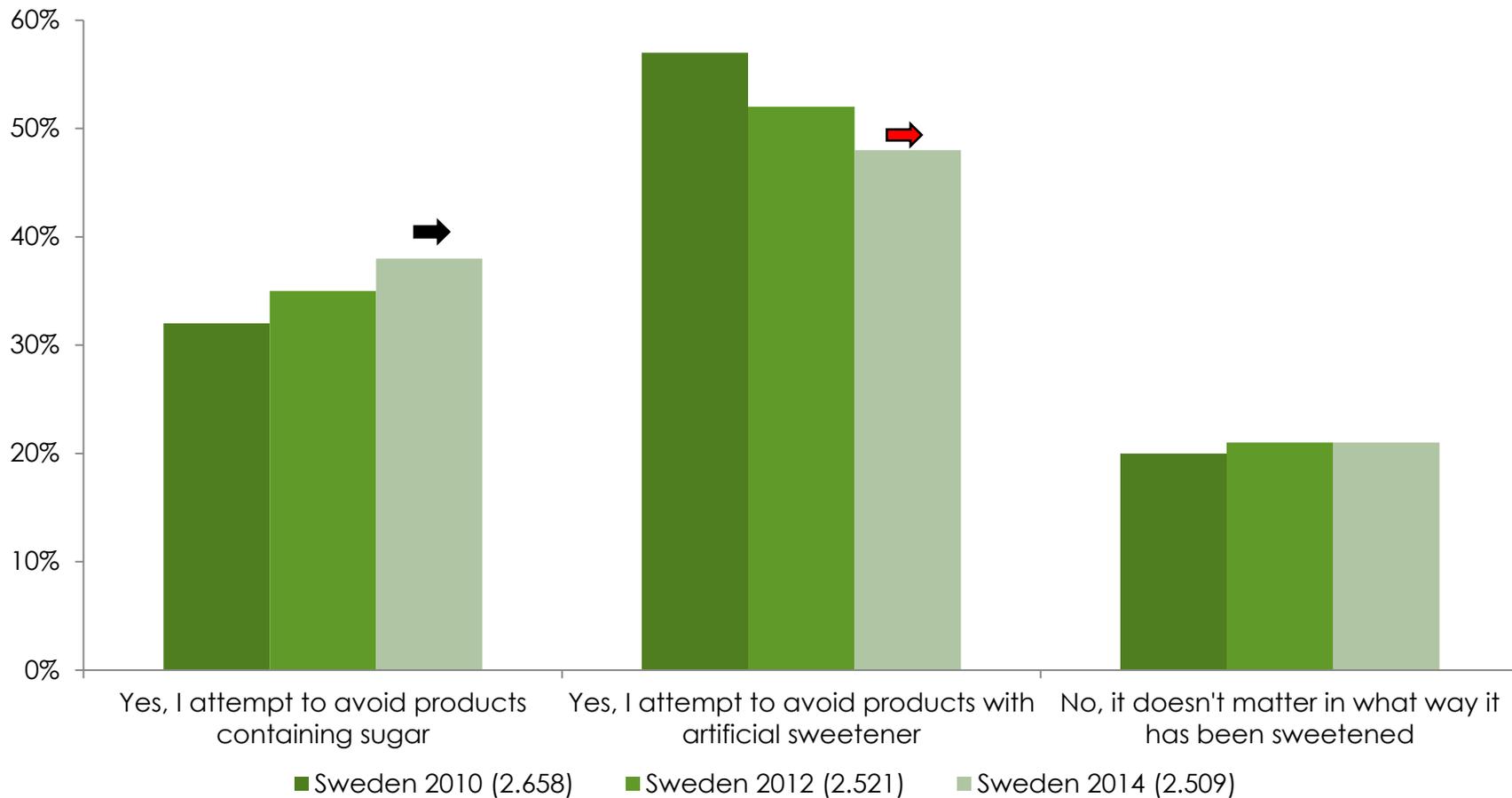


# Sugar vs. artificial sweeteners

The proportion of people claiming that sugar is unhealthy has generally grown in all Nordic countries since 2002



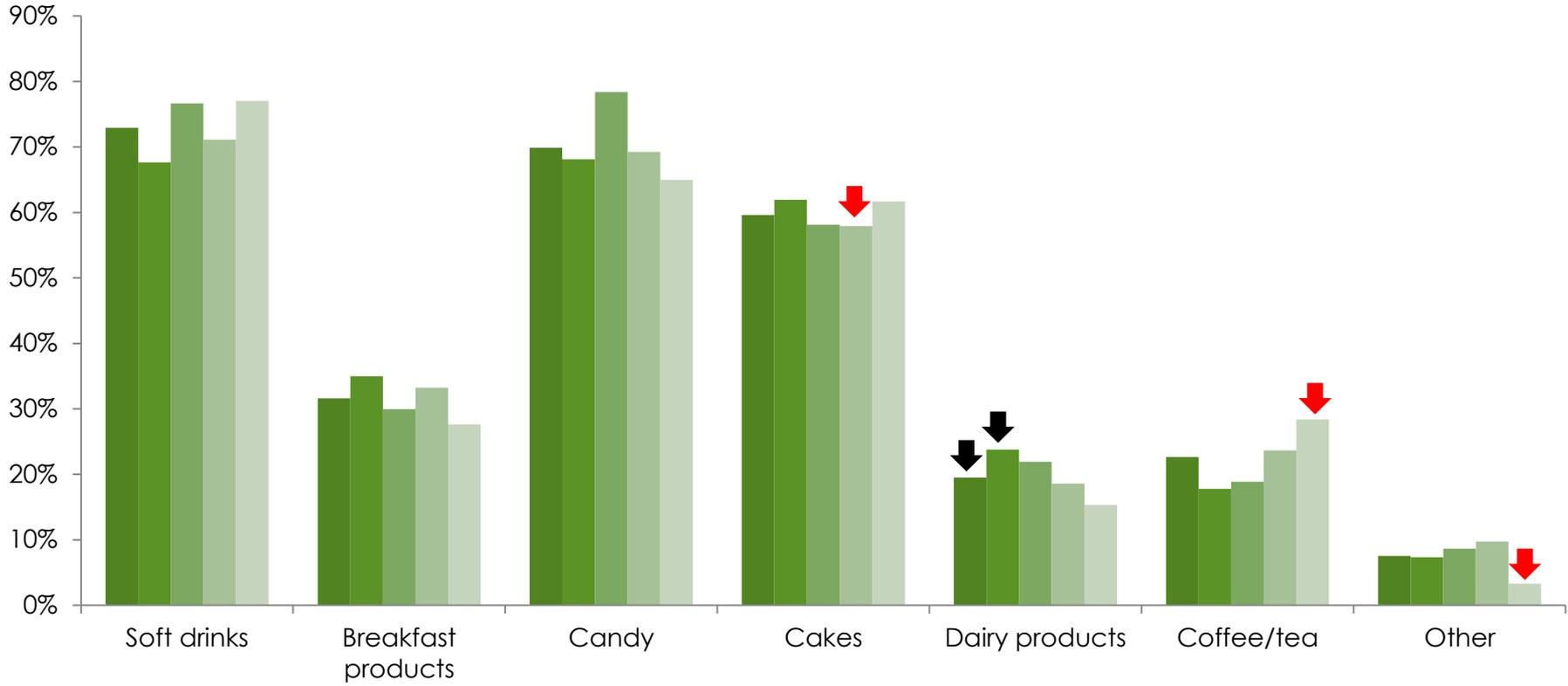
The concern about sugar has increased – and the concern about artificial sweeteners has on the other hand declined – however more people are still trying to avoid artificial sweeteners. Sweden still have the highest concern for artificial sweeteners in the Nordics.



- In Sweden 46% claim that they have reduced the sugar content in what they eat and drink. Only 40% in Denmark claim that they have reduced the sugar content of what they eat and drink - in Finland 49% have reduced the sugar content.



- Reduced sugar consumption can mainly be attributed to soft drinks and candy. Most people have reduced sugar in coffee/tea in Finland – even though it have dropped significantly from 2012.



■ Nordics (4.590) ■ Denmark (1.003) ■ Norway (1.209) ■ Sweden (1.153) ■ Finland (1.232)

Base: Have reduced the sugar content in food and drinks within the last 12 months

● In general people chose products with less sugar. Swedes are (still) most concerned about products without artificial sweeteners

