



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 (2.511 in DK)
- The survey was conducted as online interviews from April 14th to May 9th 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



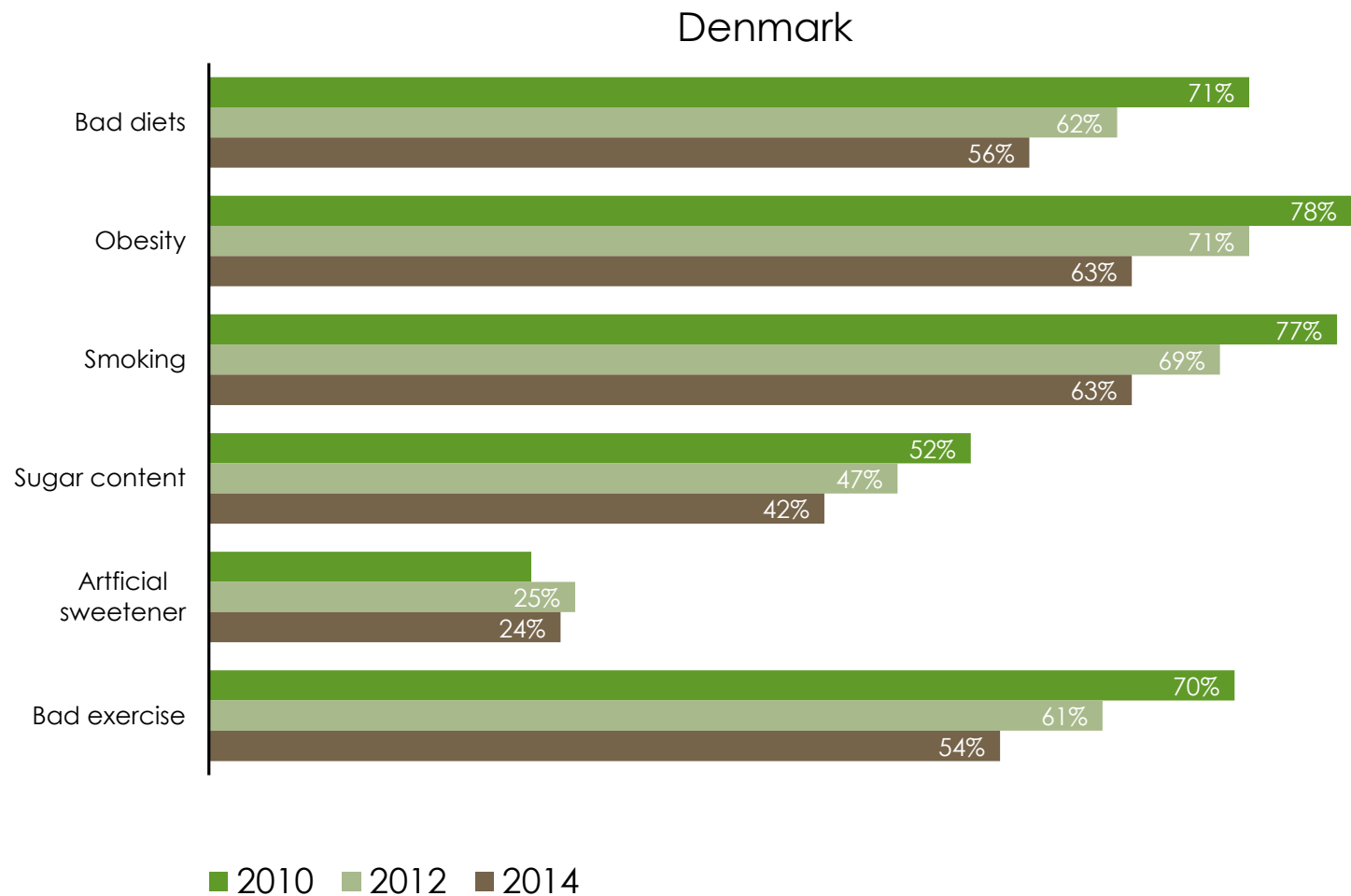
Summary

- People are less concerned about health in general...but
- ...Health is very much related to obesity
- Almost 4 out of 10 are either thin/underweighted or critical corpulence 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.

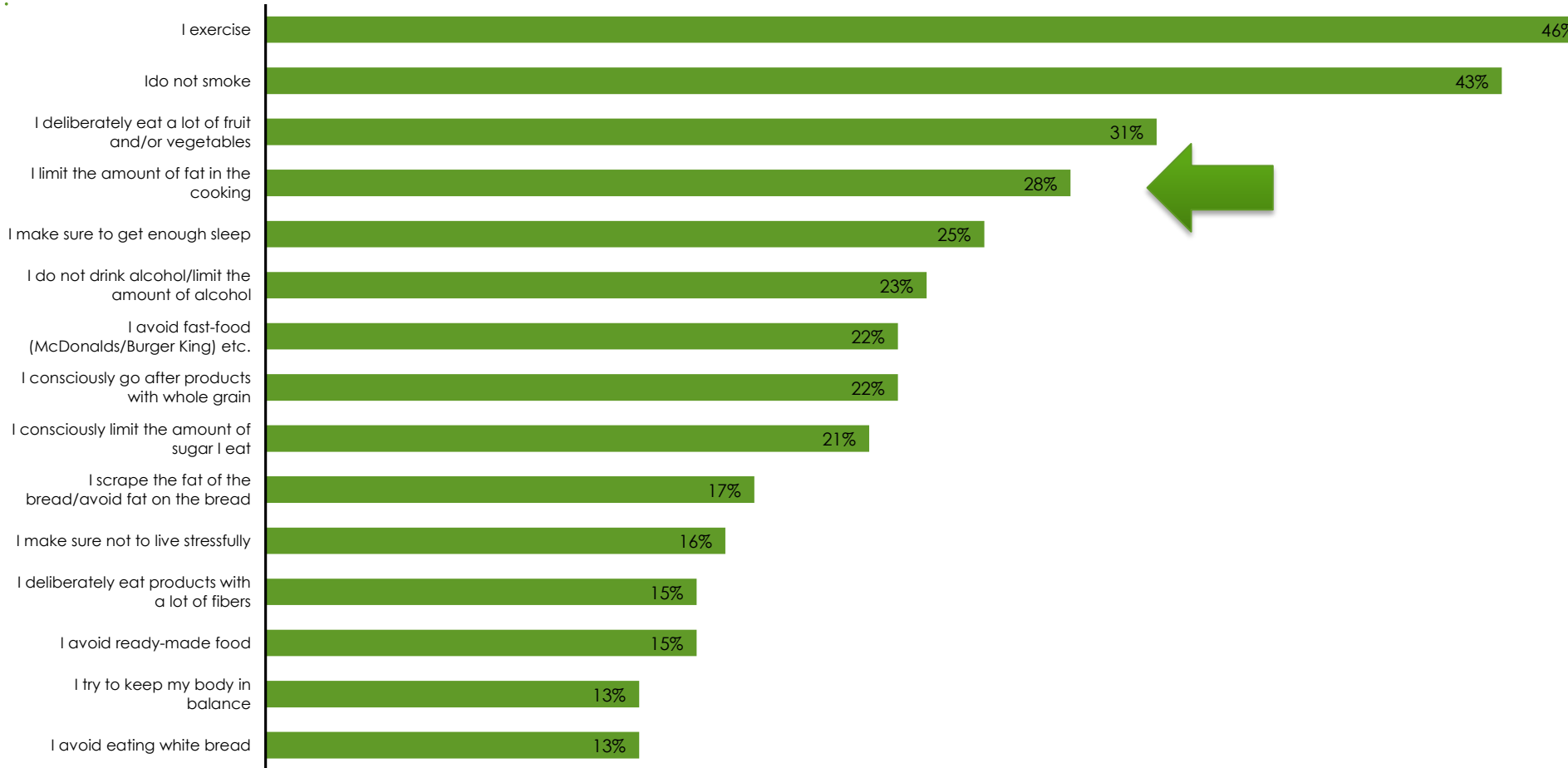


Concerns about health & obesity

In Denmark there are in general less concern about the different health issues –still 60%+ are concerned about obesity

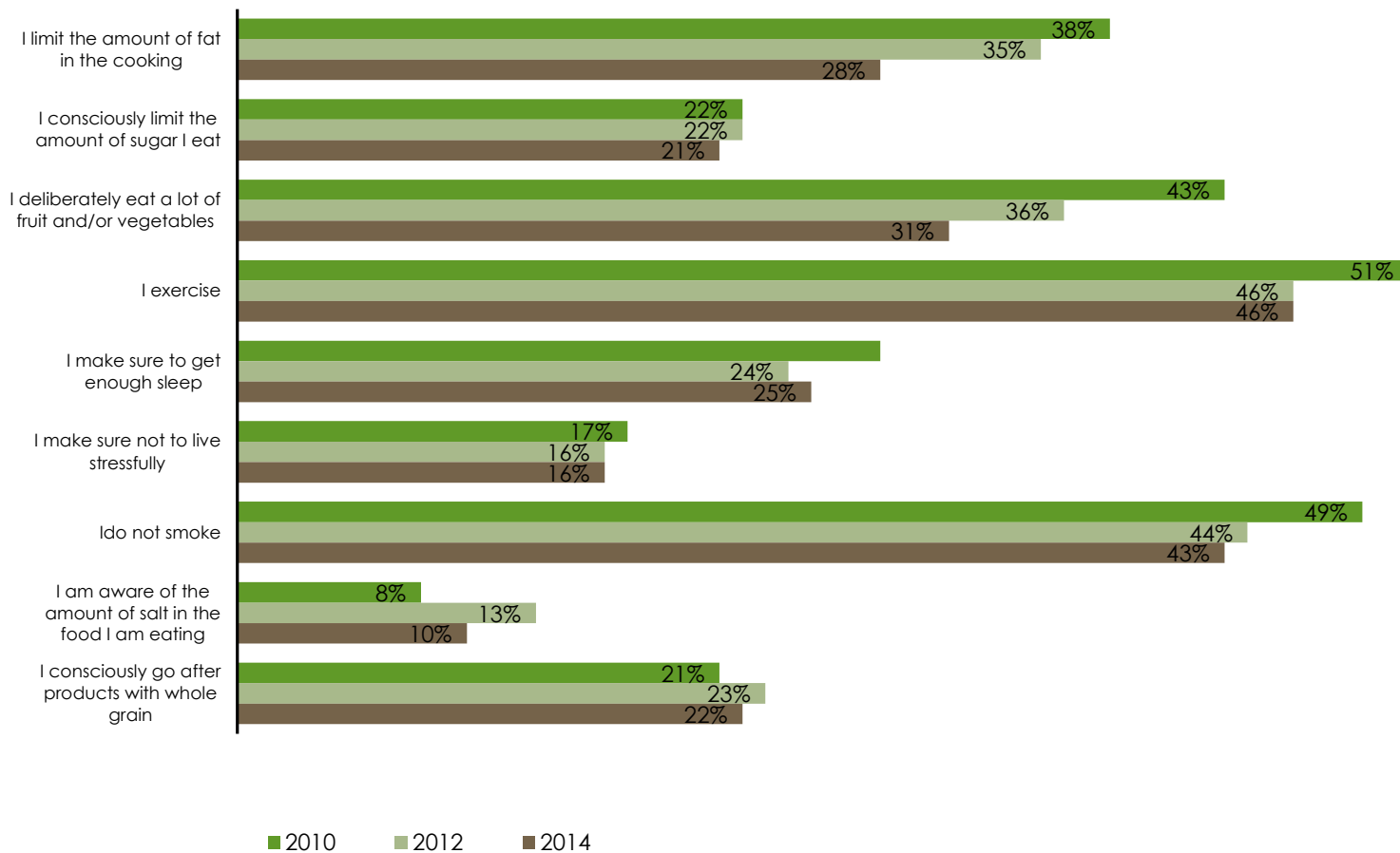


More focus on reducing fat in Denmark

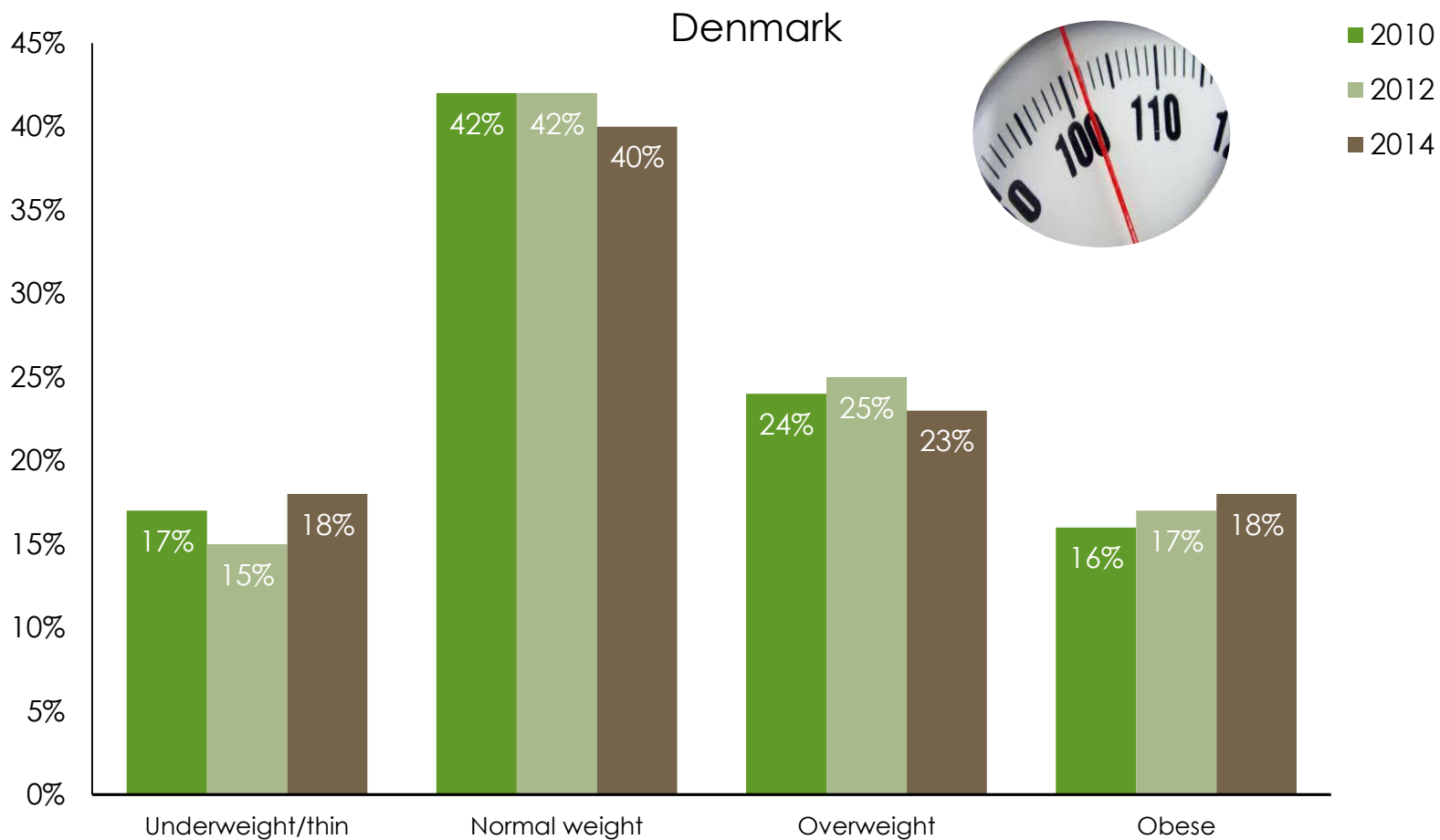


Health is very much related to obesity – however less people are concerned about the amount of fat in cooking

Denmark



More critical corpulence and underweight people!



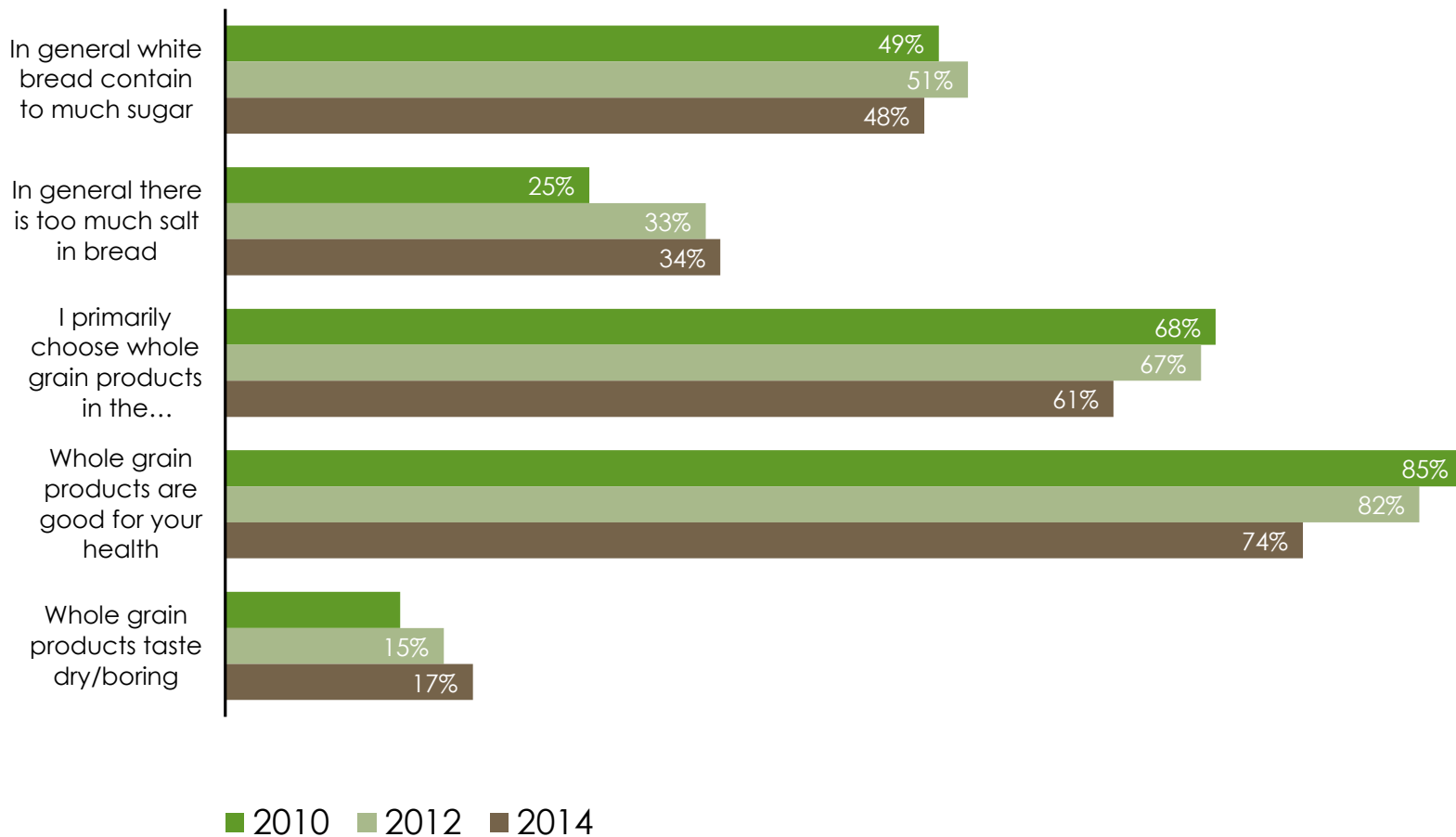
- 2010
- 2012
- 2014

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

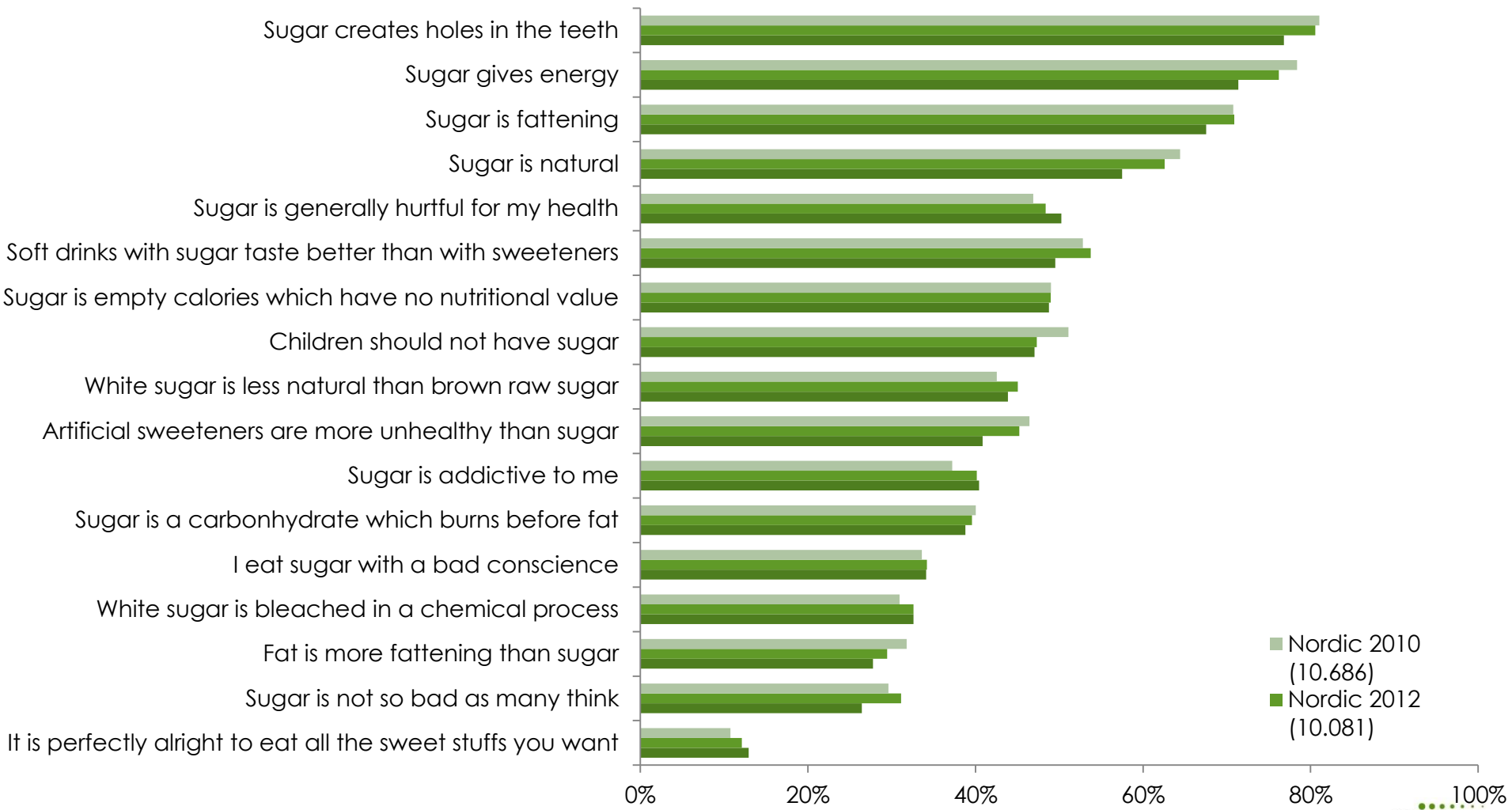
Denmark





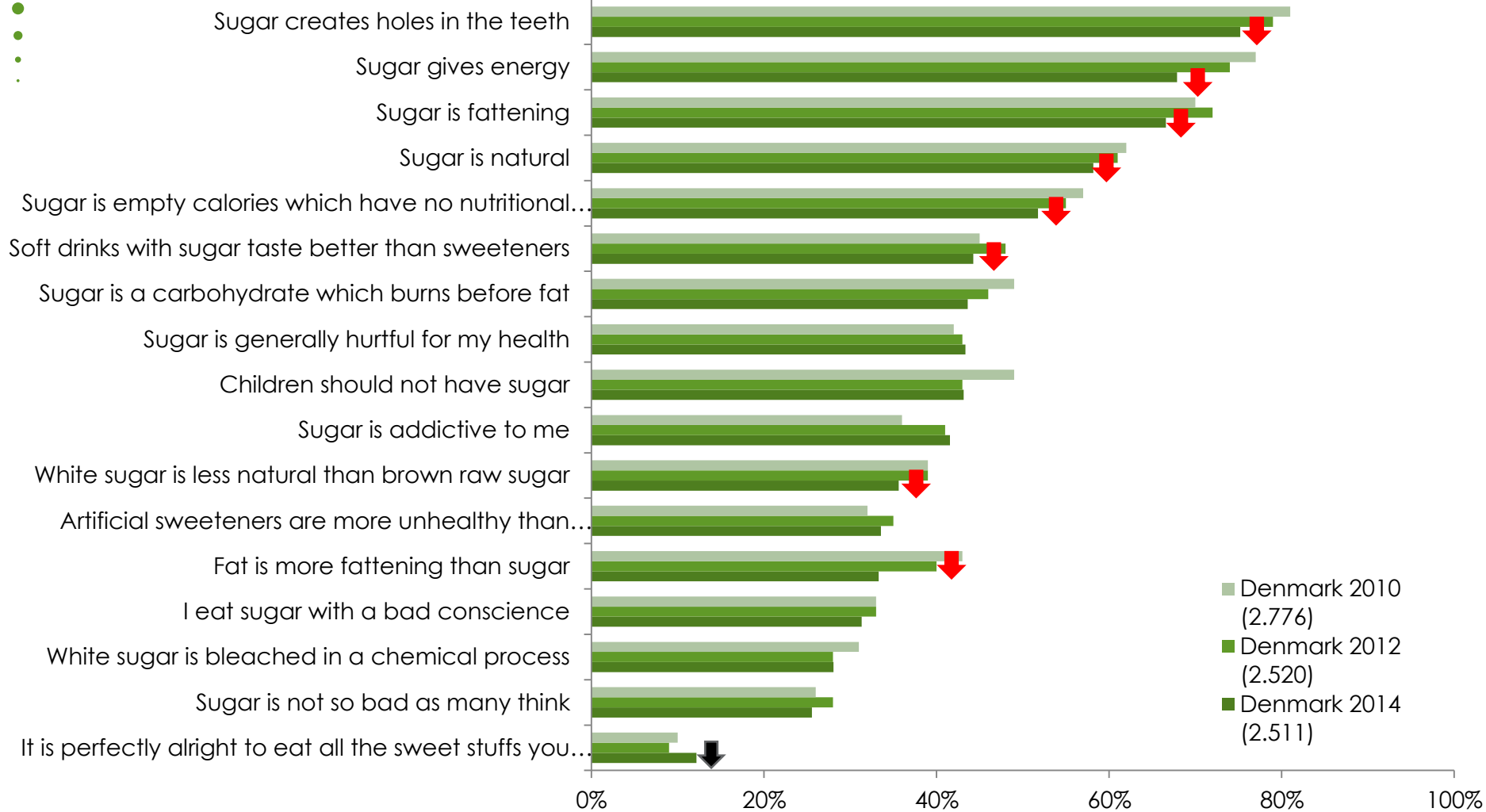
Attitudes towards sugar

Very constant attitudes and associations towards sugar.

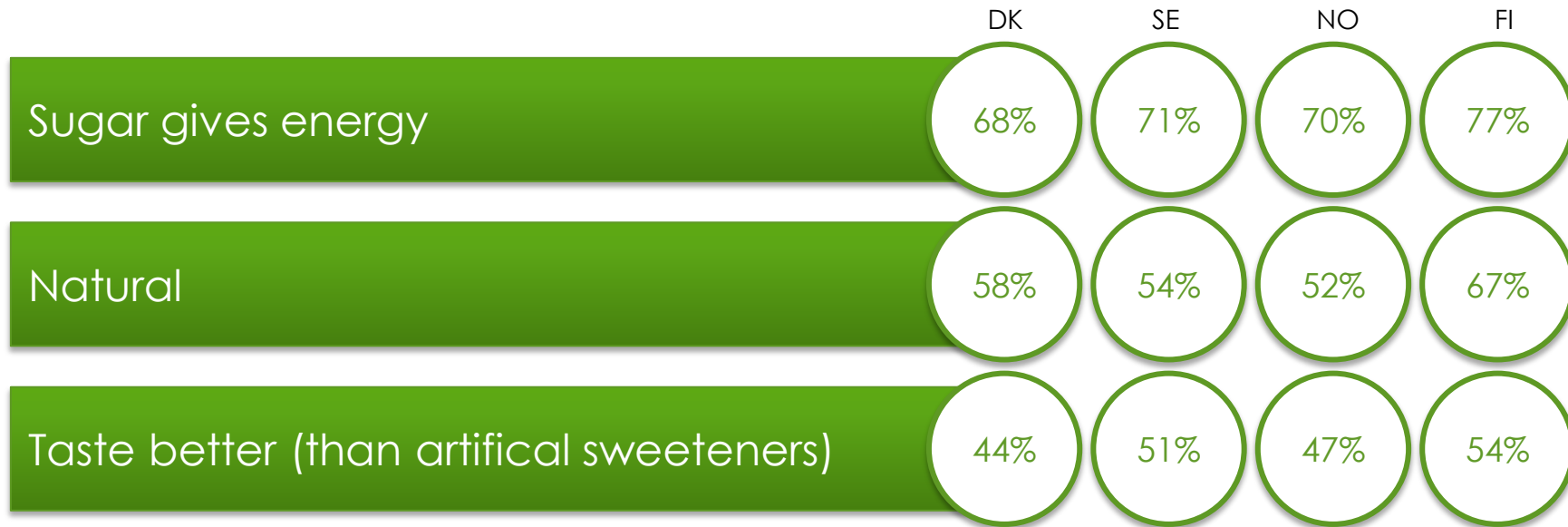


Attitudes and associations towards sugar.

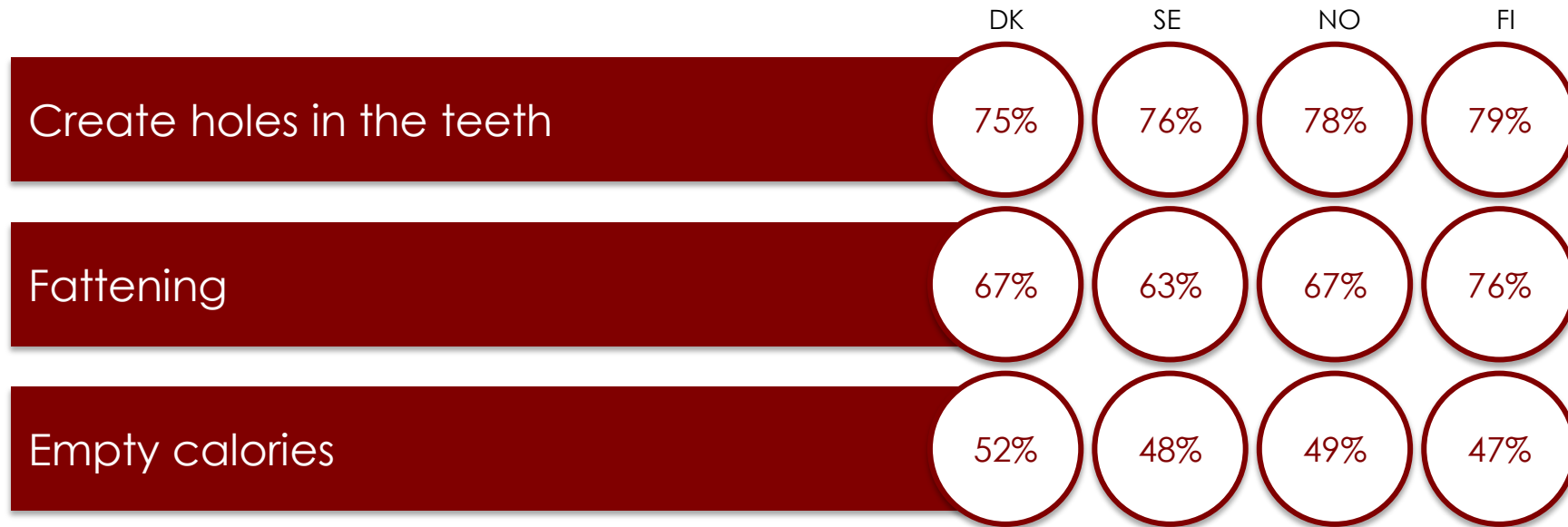
In Denmark there are no significant changes in people claiming that "sugar is hurtful for my health". As in the Nordics less people are associate sugar with holes in teeth, gives energy and is natural



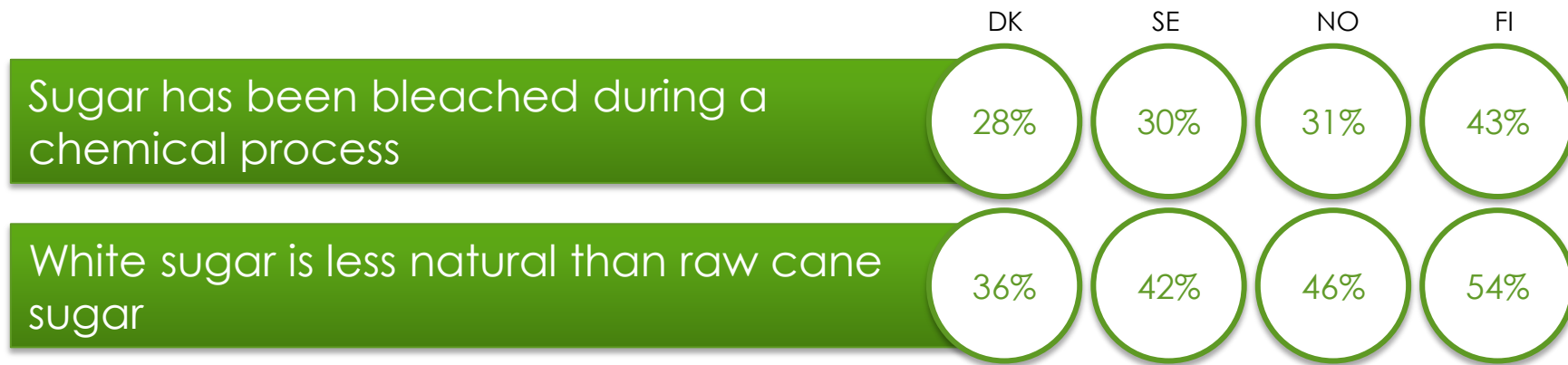
Very constant attitudes and associations towards sugar; gives energy, is natural and taste better



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

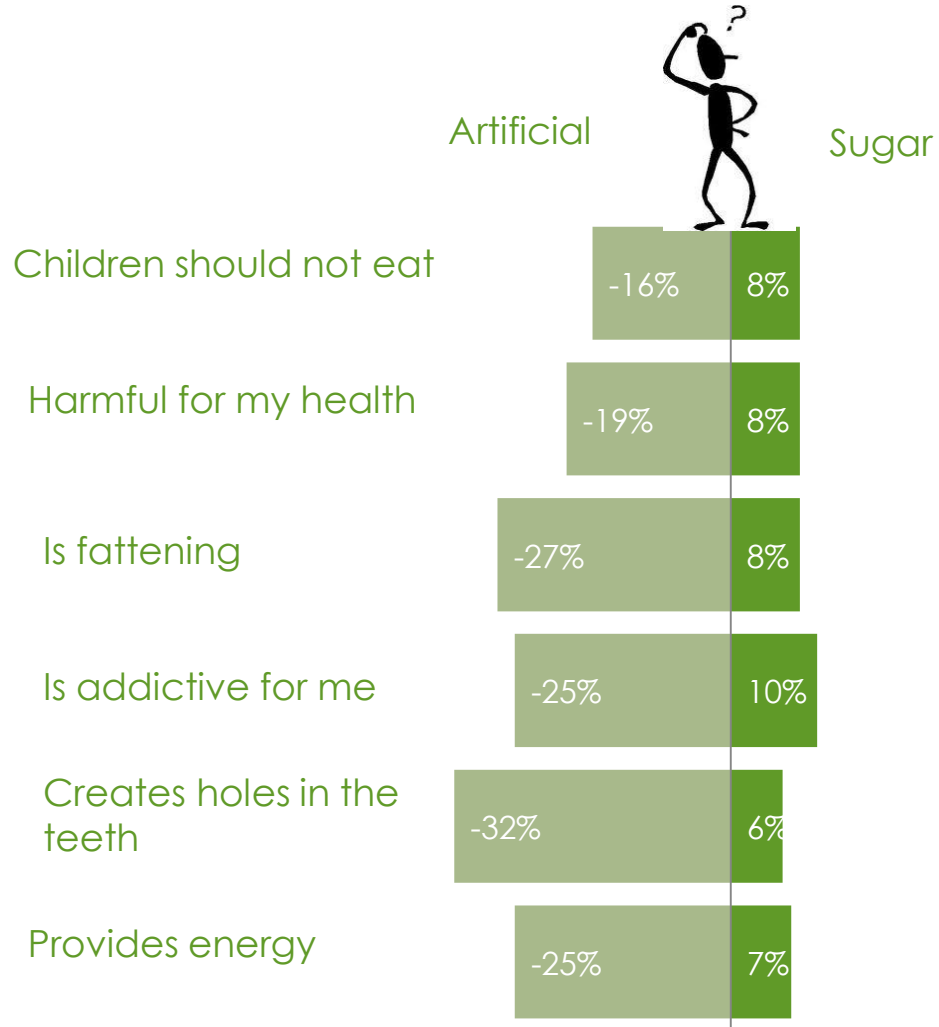


However – still some confusion about sugar...

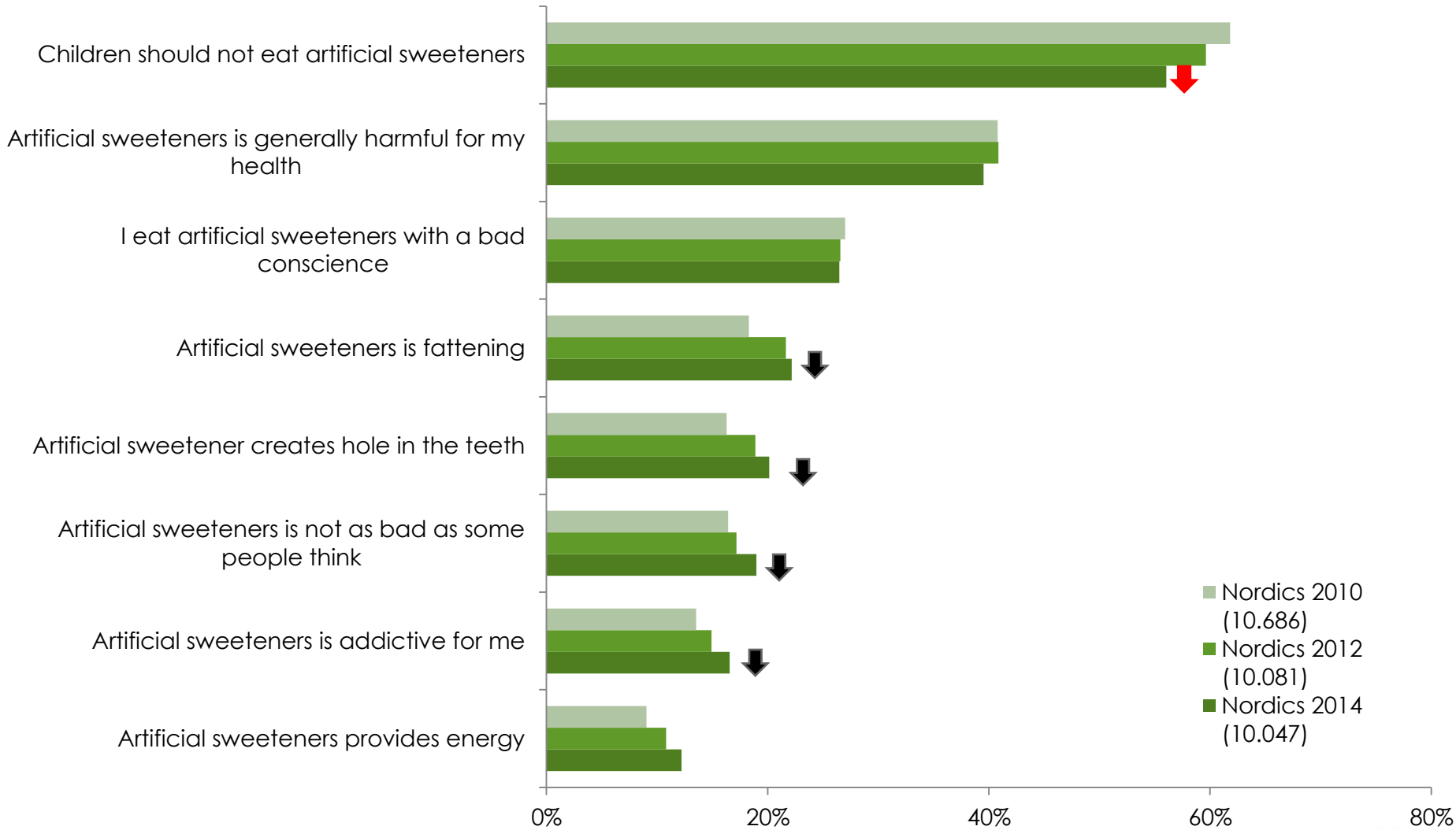


Attitudes towards artificial sweeteners

Less knowledge about artificial sweetener



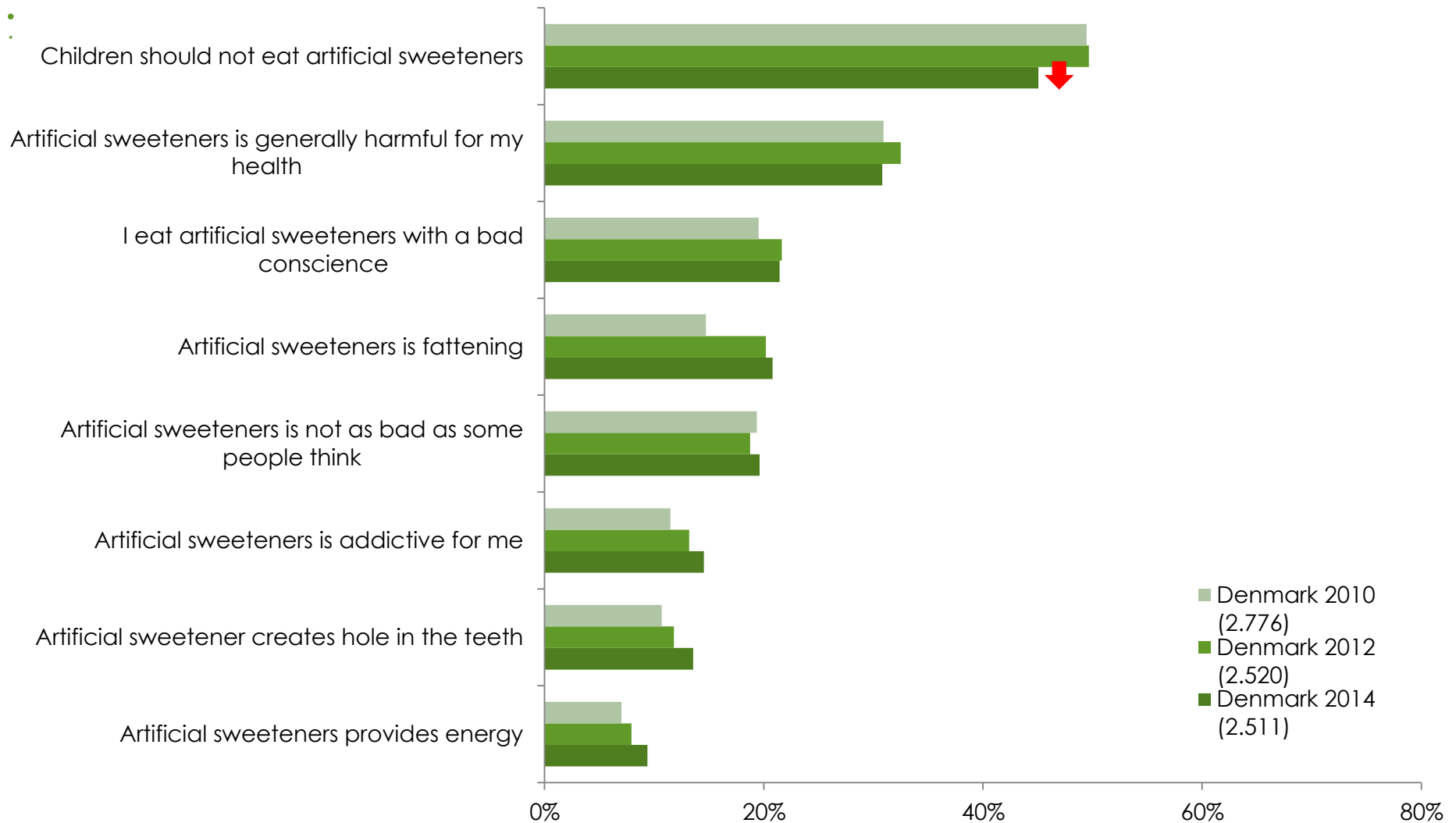
● “Children should not eat artificial sweeteners” is still top scorer.
 ● However it has dropped significantly since 2012.



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



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

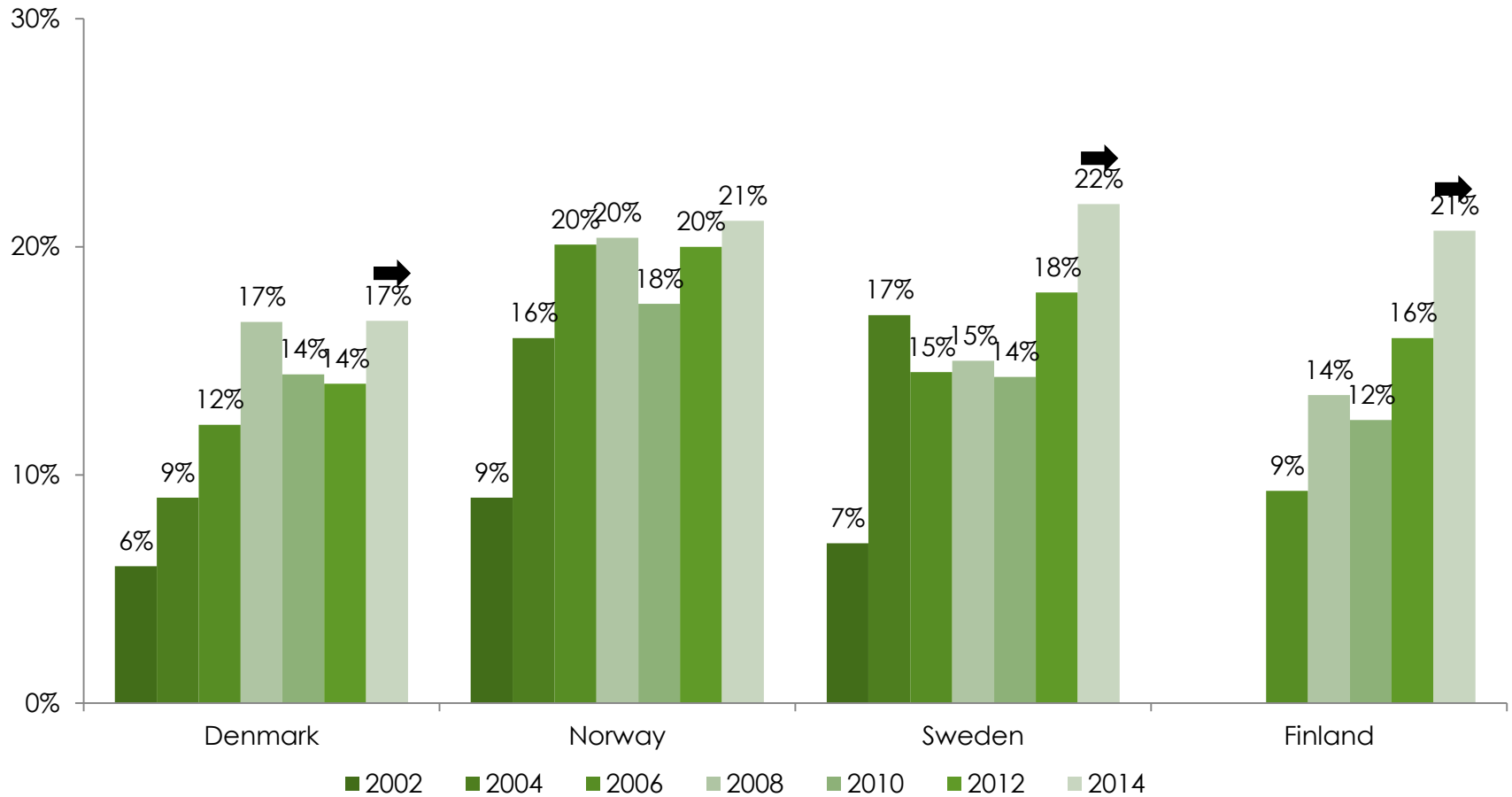


Denmark 2010
(2.776)
Denmark 2012
(2.520)
Denmark 2014
(2.511)



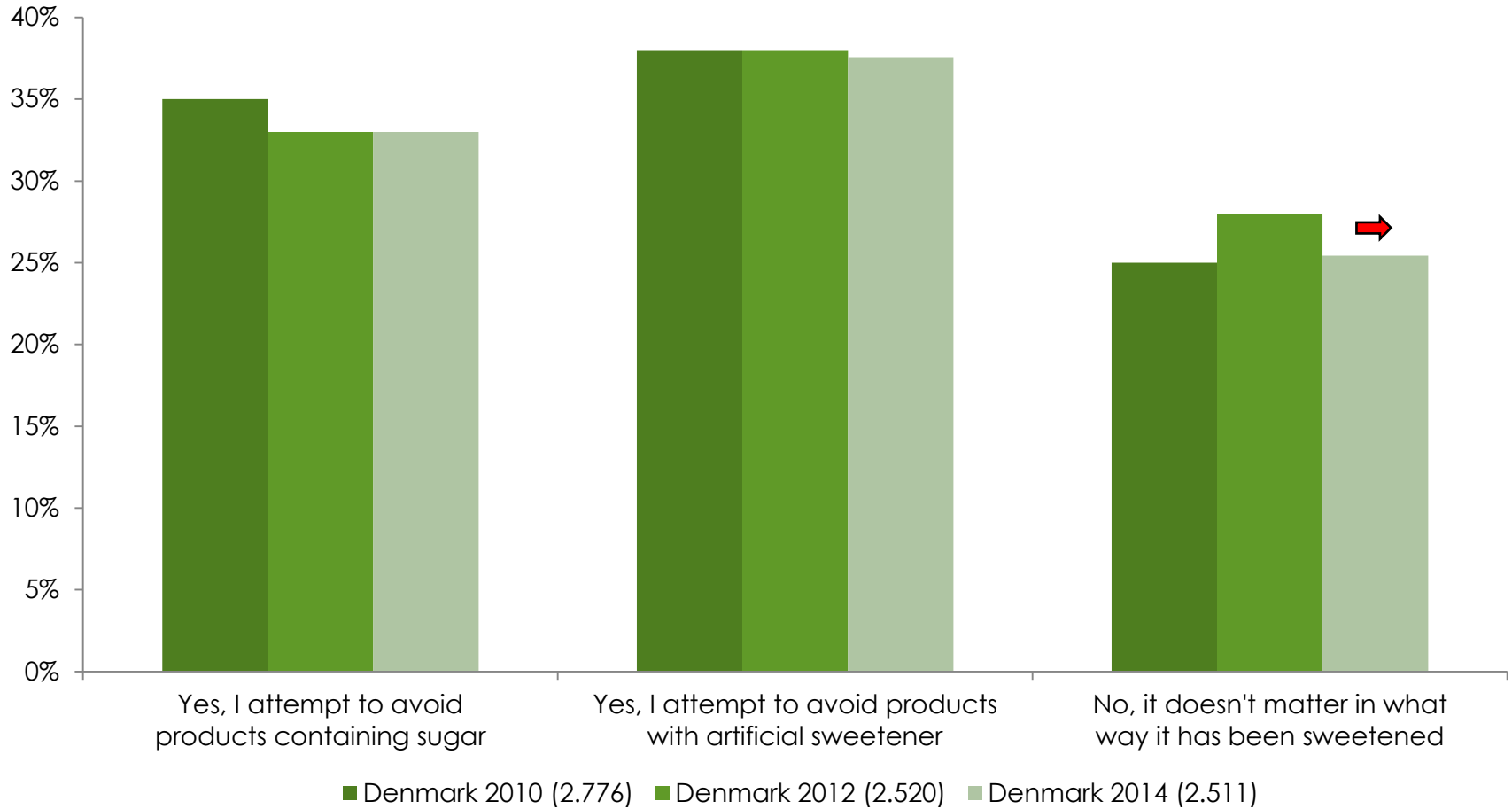
Sugar vs. artificial sweetener

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

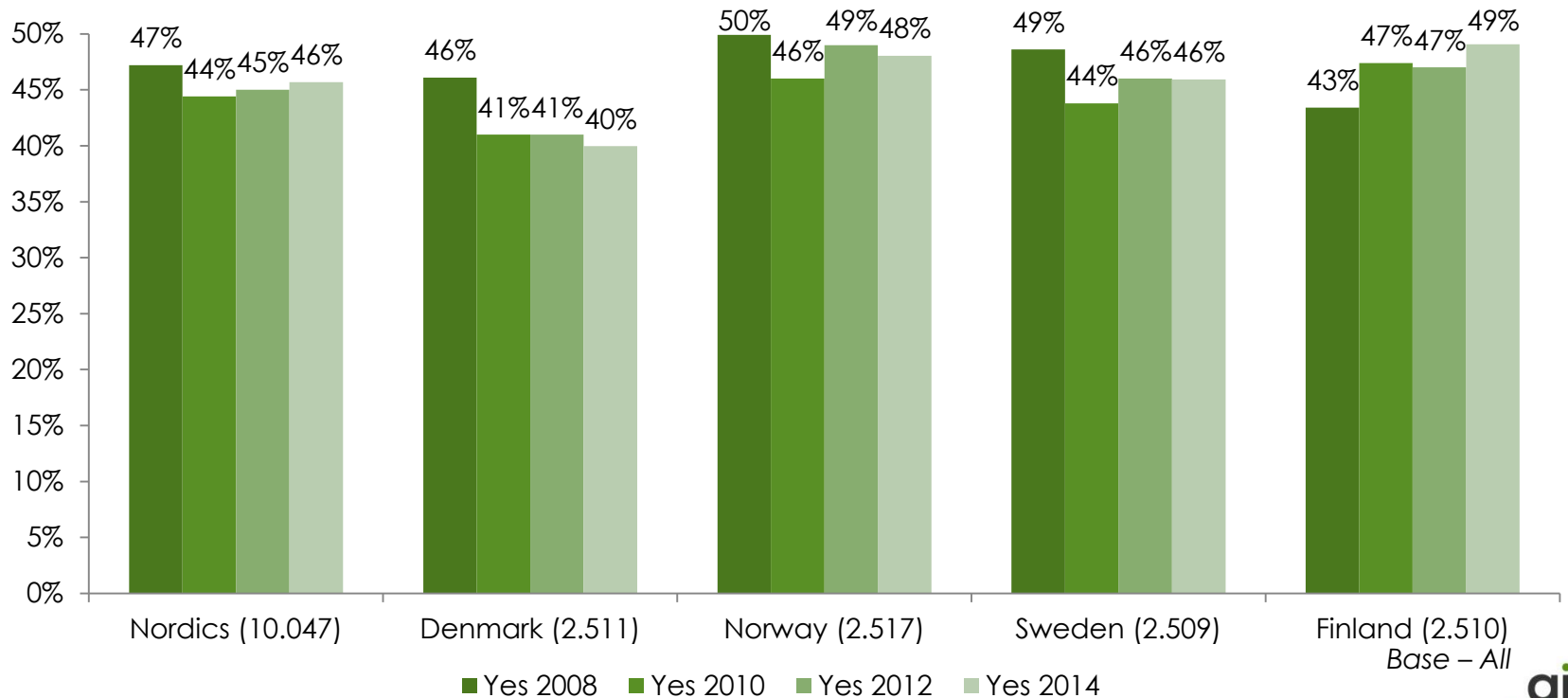




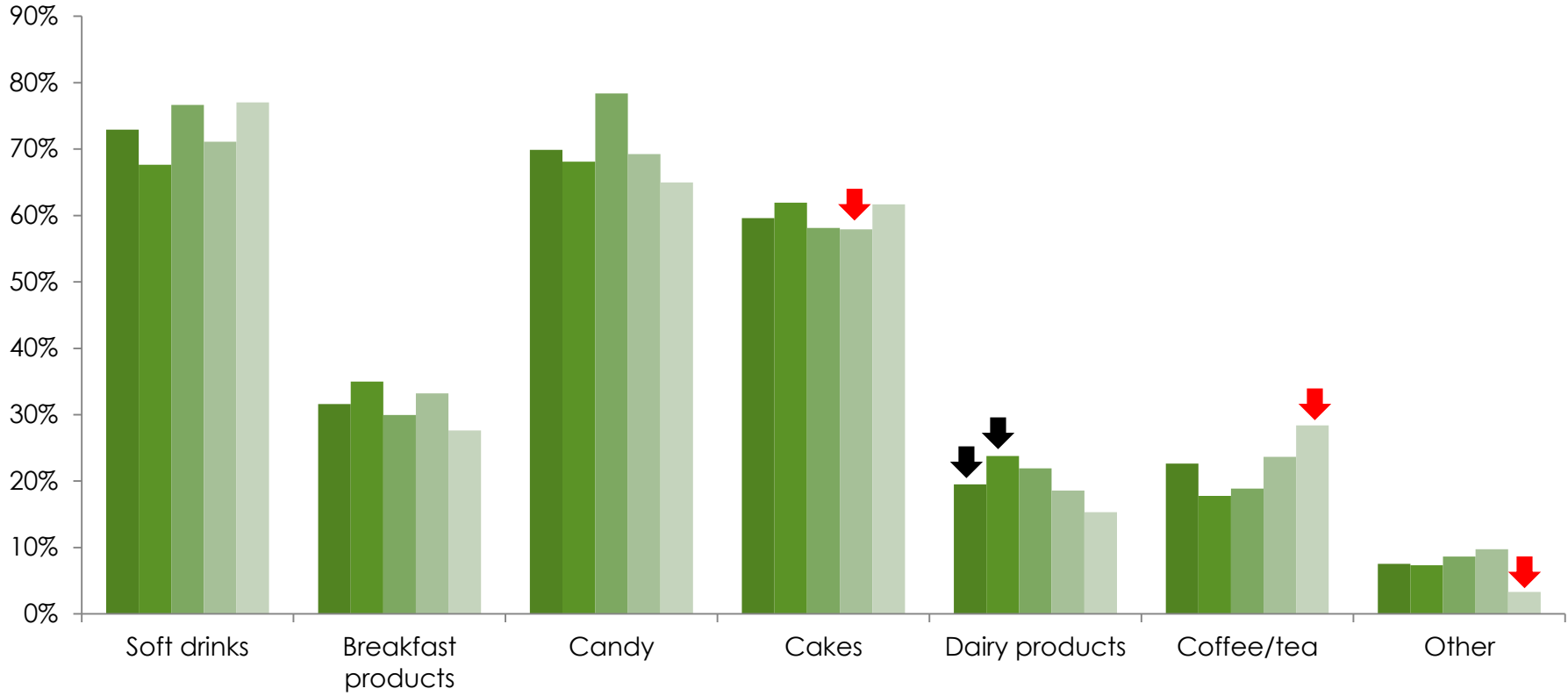
The proportion of people trying to avoid sugar/artificial sweeteners has not changed significantly in Denmark



- 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) more concerned about products without artificial sweeteners

