

The Danish population's attitude towards

Sugar and artificial sweeteners

Nordic survey

Morten Jacobsen
Research executive/Nielsen

The Nielsen logo is contained within a white circular shape. It features the word "nielsen" in a lowercase, serif font, with a horizontal line of seven dots positioned directly below the text.

nielsen



Survey specifications

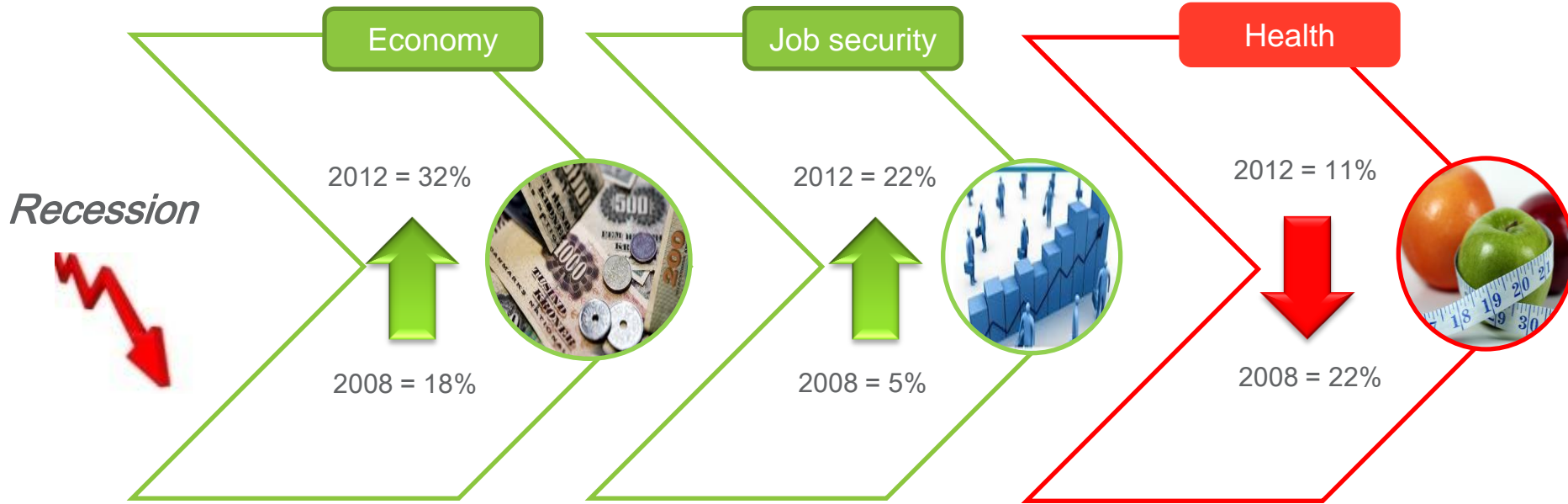


- *Target group: The Danish population 18 – 65 years*
- *National representative*
- *Health 2008 – 2012, Sugar and artificial sweeteners 2010 - 2012*



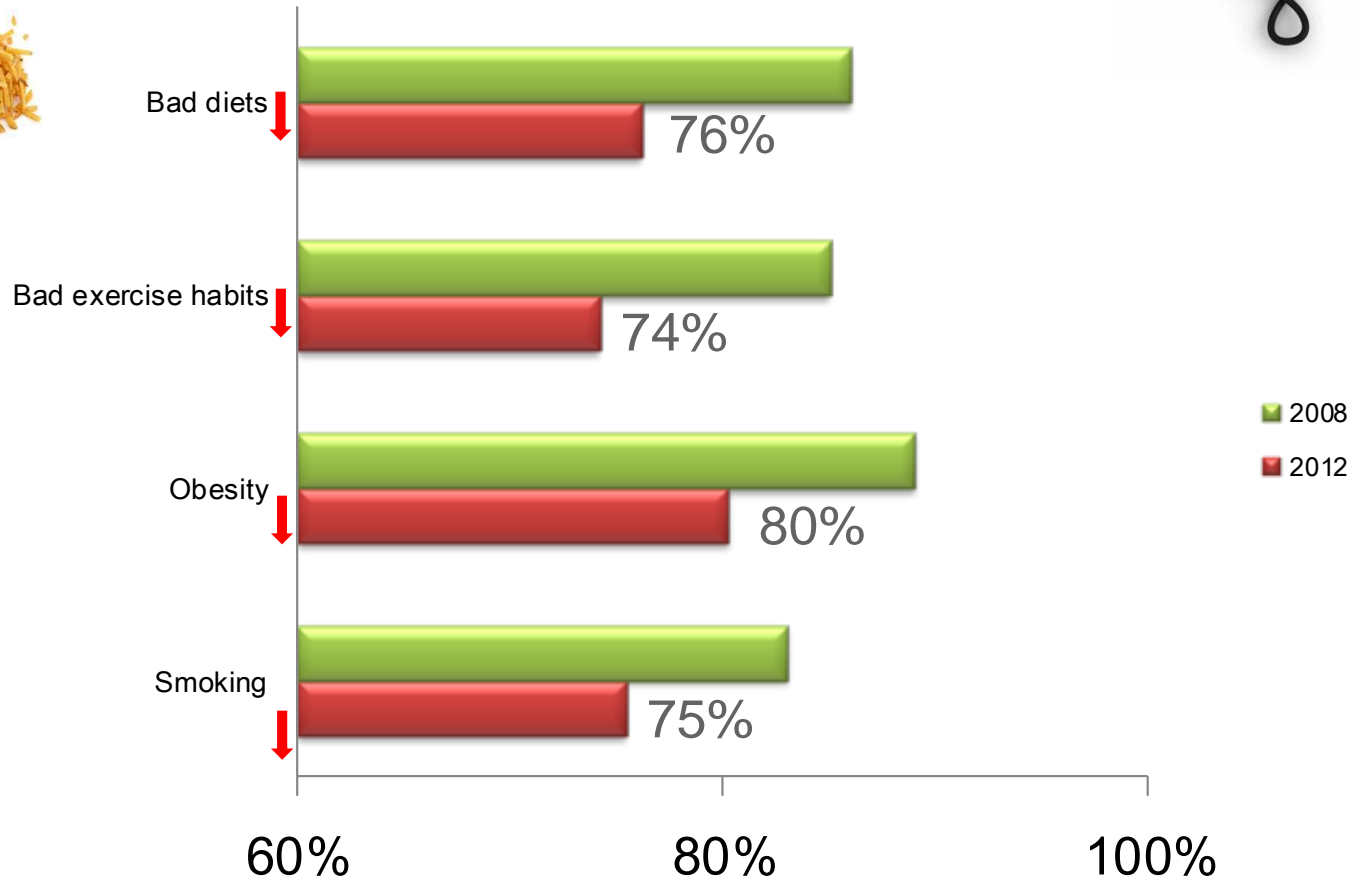
Attitudes towards Health - In a broad perspective

The Danish population's major concerns are the Economy and the Job security – Health is declining but is still a major concern



“What is your biggest concern over the next six months” ?

We see the same pattern when focusing on different health issues - But we are still highly concerned.



"To which degree does the following topics make you concerned" ?

And health factors still have a high impact on choice of grocery purchases



1. ➡ Rising food prices

2. ➡ Food labeling information on packaging

3. ➡ **Health factors (healthy heart, cholesterol, overweight..)**

Availability of organic product options

Increased transportation costs

New retail stores open in my area

Discontinuation of a favorite product

Retailer loyalty reward programme

Food allergy factors (gluten-free ,nuts ec.)

Availability of new retailer-store brand (private label) products in-store

Availability of products in recyclable packaging

Availability of products with enhanced nutritional benefits (

Availability of shelf-service checkouts

Availability of ready-made meals in grocery stores

Opportunity to do my grocery shopping online on any connected device (

Option to use hand-held scanners instore while shopping

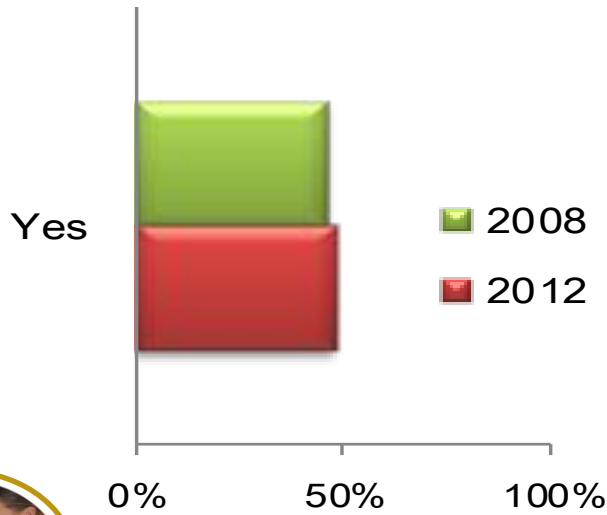


“Compared to a year ago, how much impact has each of the following had on your choice of Grocery Purchases in the last 12 months? ?”

And the same share of is still trying to loose weight and in the same way



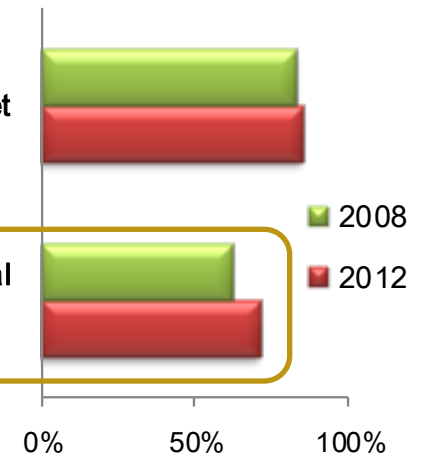
Are you currently trying to lose weight?



Which of the following actions are you taking to lose weight?

Changing my diet

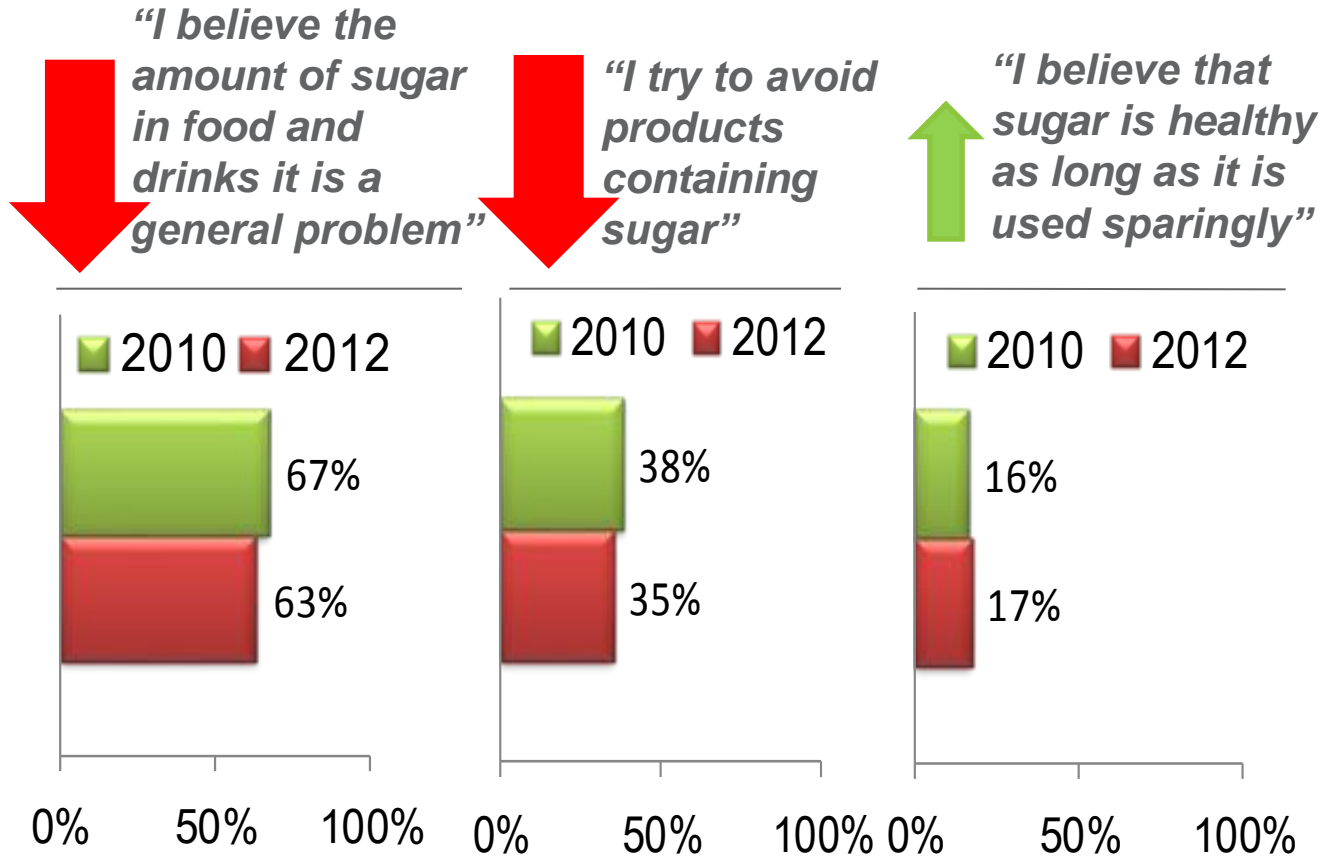
Doing physical exercise





Attitudes towards sugar

The Danish population seems to be less concerned about sugar than in 2010



And when asked the Danish population claims to consume products with sugar more often.



?



Border shopping

Sugar tax

moderation



Frequency				
Volume				



“How often do you eat or drink the product ” ?

However the Danish population's attitude towards sugar is quite clear and constant



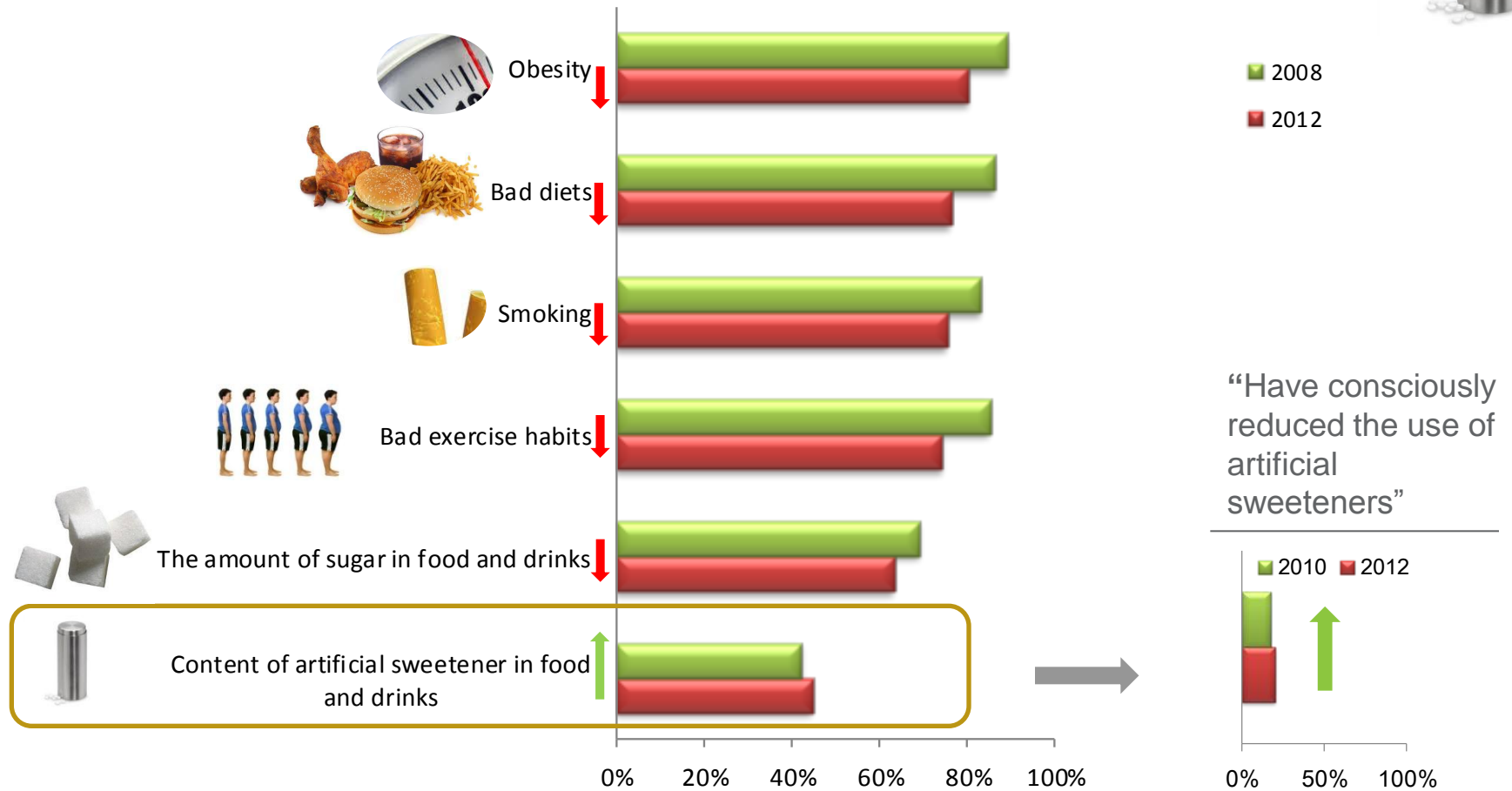
- 1. *Sugar creates tooth decay* **79%**
- 2. *Sugar gives energy* **74%**
- 3. *Sugar is fattening* **72%**
- 4. *Sugar is natural* **61%**
- 5. *Sugar is empty calories which have no nutritional value* **55%**
- 6. *CSD with sugar tastes better than CSD sweetened with artificial sweetener* **48%**
- 7. *Sugar is a carbohydrate which burns before fat* **46%**
- 8. *Sugar is generally hurtful for my health* **43%**
- 9. *Children should not have sugar* **43% (6%↓)**
- 10. *Sugar is addictive* **41% (5%↑)**

"In what extent do you agree on the following statements about sugar" ?



Attitudes towards artificial sweetener

"Content of artificial sweetener in food and drinks" is the only health issue where our concern has grown



"To which degree does the following topics make you concerned" ?

More believe that artificial sweeteners are fattening



1. *Children should not eat artificial sweeteners* 50%
2. *Artificial sweeteners are generally harmful for my health* 33%
3. *I eat artificial sweeteners with a guilty conscience* 22%
4. *Artificial sweeteners are fattening* 20% (5% ↑)
5. *Artificial sweeteners are not as bad as some people think* 19%
6. *Artificial sweeteners are addictive* 13%
7. *Artificial sweeteners create tooth decay* 12%
8. *Artificial sweeteners provide energy* 8%

Uses artificial sweeteners

Less
calories ↓

Not to gain
weight ↓

“In what extent do you agree on the following statements artificial sweeteners”



Greater uncertainty about the effects of artificial sweeteners than about sugar.



**Artificial sweetener
(Don't know)**



**Sugar
(Don't know)**

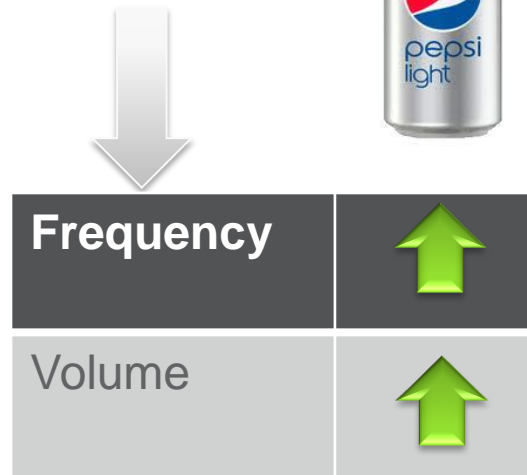


17%	Children should not eat it	6%
22%	Is generally harmful for my health	7%
25%	Are fattening	6%
27%	Is addictive	8%
34%	Creates tooth decay	7%
25%	Provides energy	6%

But despite the growing concern for artificial sweeteners is the Danish population drinking light products more often and more of it



More claim that they have reduced their intake of drinks with a high content of artificial sweetener



“How often do you eat or drink the product ” ?

Conclusion:

- Despite the recession are **health issues still a important part** of the Danish population's every day life.
- We are **less concerned about sugar** which **is not the case for the artificial sweeteners**.
- One reason possible reason for the growing concern about the artificial sweeteners is that it's effect of being **“not fattening”** is questioned.
- Another source to understand the growing concern could be the **uncertainty** about the effects of the artificial sweeteners which is not the case for Sugar.
- Finally it's worth considering the distinction between the **“natural sugar”** and **“the artificial sweeteners”**. Sugar has the advantage of being **“back to basic”**, which is not the case for artificial sweeteners.

Thank you

nielsen
.....