

The Swedish population's attitude towards

Sugar and artificial sweeteners

Nordic survey

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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.

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Survey specifications

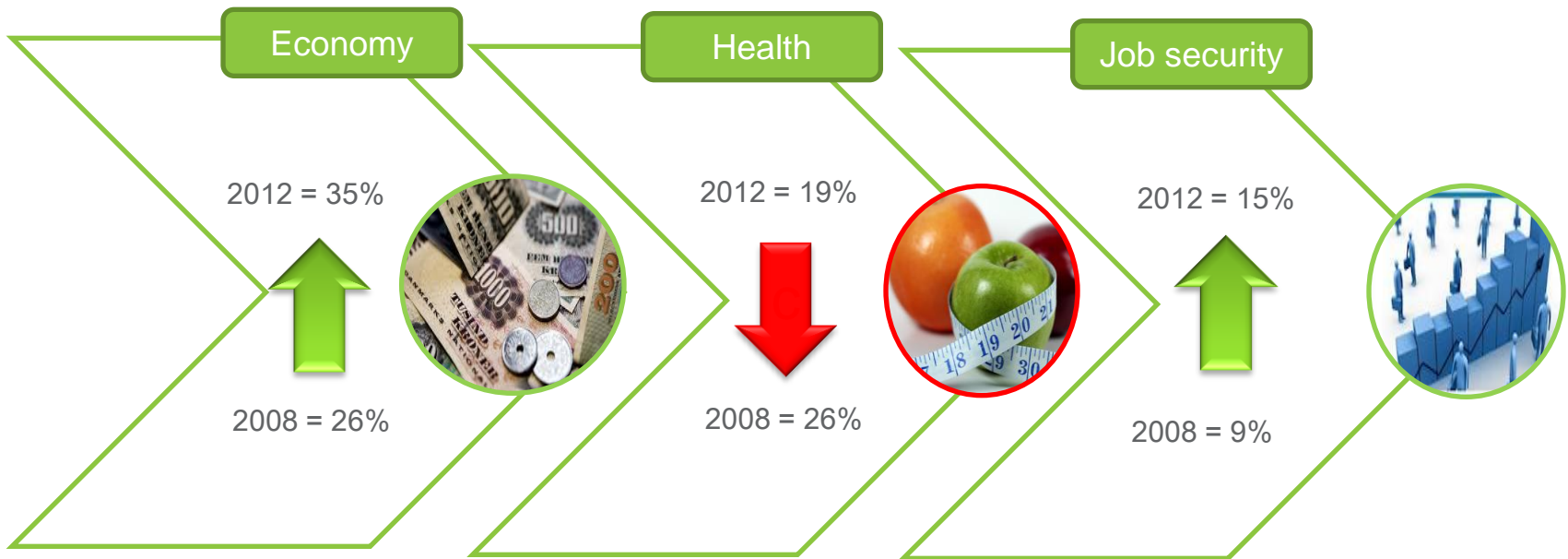


- *Target group: The Swedish population 18 – 65 years*
- *National representative*



Attitudes towards Health - In a broad perspective

Health is still a major concern to the Swedish population – The global recession seems to have no impact on how health is ranked



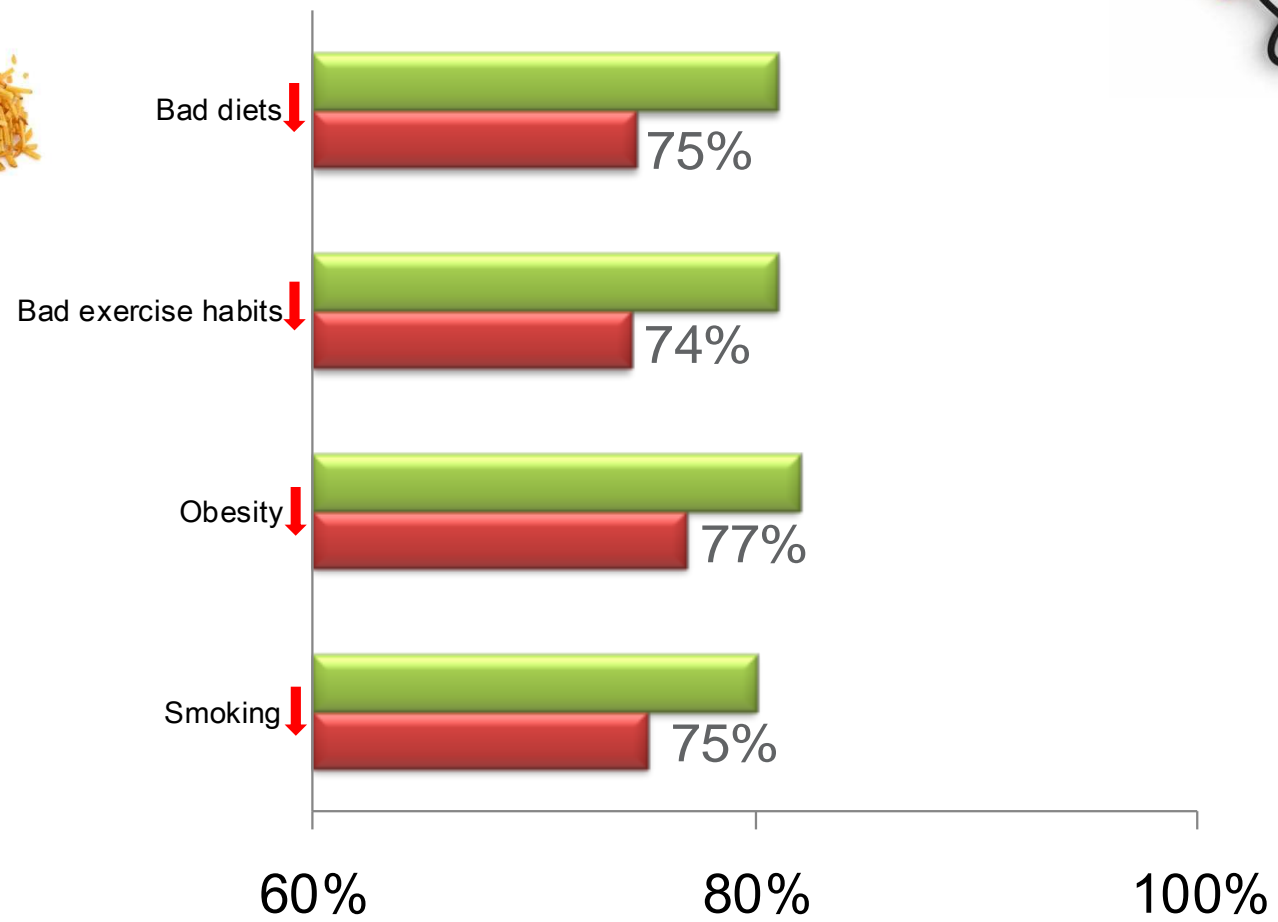
2 out of 16 statements 

Recession



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

And when looking across major health issues the Swedish population is still highly concerned – But less concern over time



■ 2008
■ 2012

“To which degree does the following topics make you concerned” ?

And health factors are in Top 5 when it comes to impact on choice of grocery purchases



1. ➡ Rising food prices
2. ➡ Food labeling information on packaging
3. ➡ Option to use hand-held scanners instore while shopping
4. ➡ Availability of self-service checkouts
5. ➡ Health factors (healthy heart,cholesterol,overweight..)

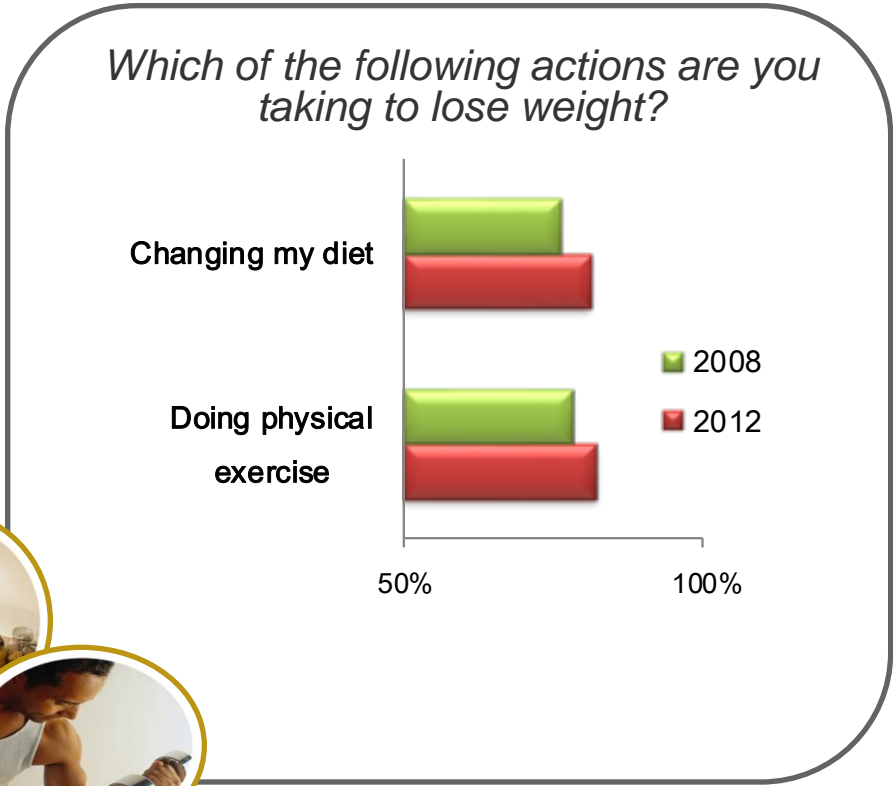


Availability of organic product options
Increased transportation costs
New retail stores open in my area
Discontinuation of a favorite product
Retailer loyalty reward programme
Food allergy factors (gluten-free ,nuts ec.)
Availability of new retailer-store brand (private label) products in-store
Availability of products in recyclable packaging
Availability of products with enhanced nutritional benefits
Availability of ready-made meals in grocery stores
Opportunity to do my grocery shopping online on any connected device

“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? ”



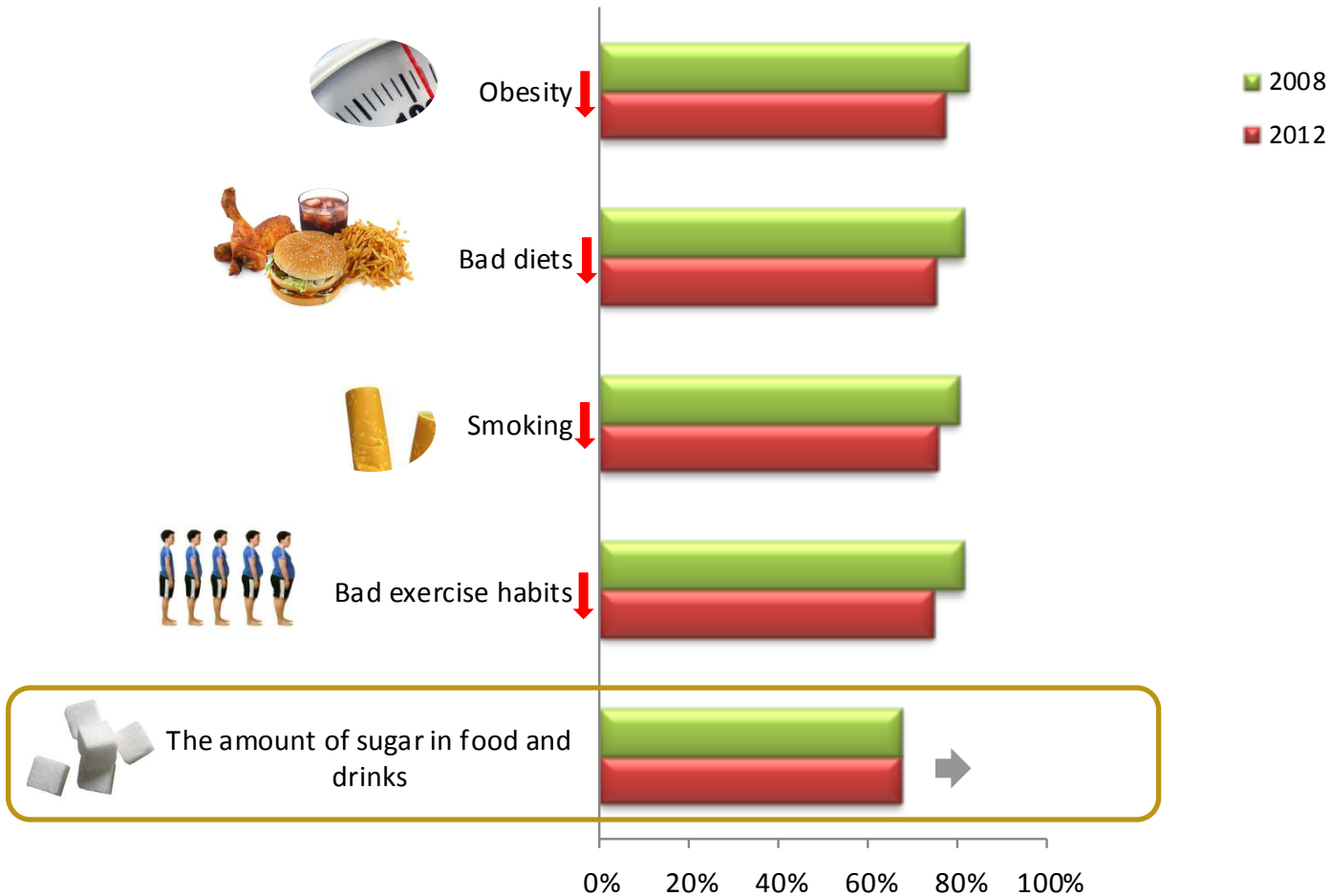
And a greater share is trying to loose weight and in the same way





Attitudes towards sugar

The overall concern about sugar is constant and the only concern which is not declining.

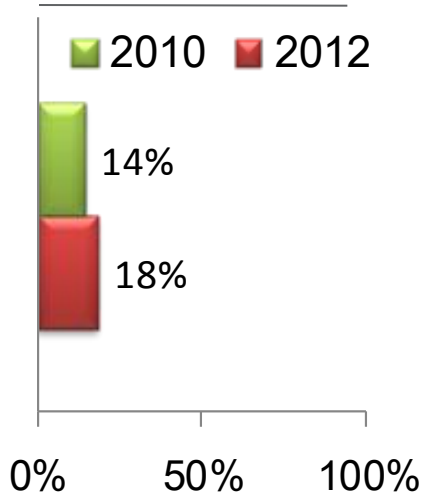


“To which degree does the following topics make you concerned” ?

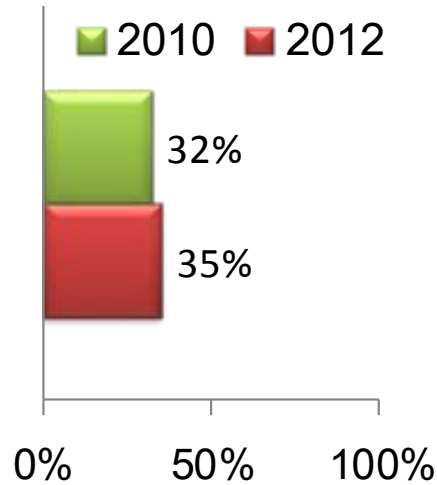
We don't see a trend. More are trying to avoid sugar – However more are also preferring sugar



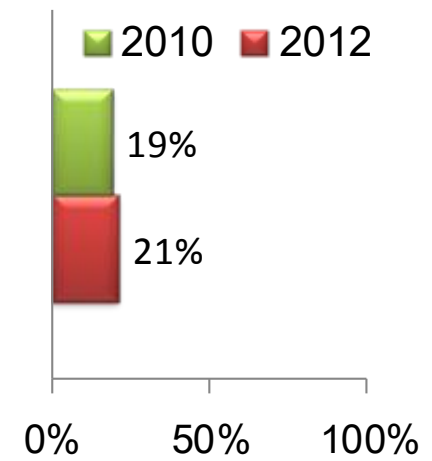
↑ *"I believe sugar is unhealthy and it should be avoided"*



↑ *"I try to avoid products containing sugar"*



↑ *"Yes, I prefer products sweetened with sugar"*



Changed minds



♂
18-19, 40-49

♀
20-29 years
+ 60+

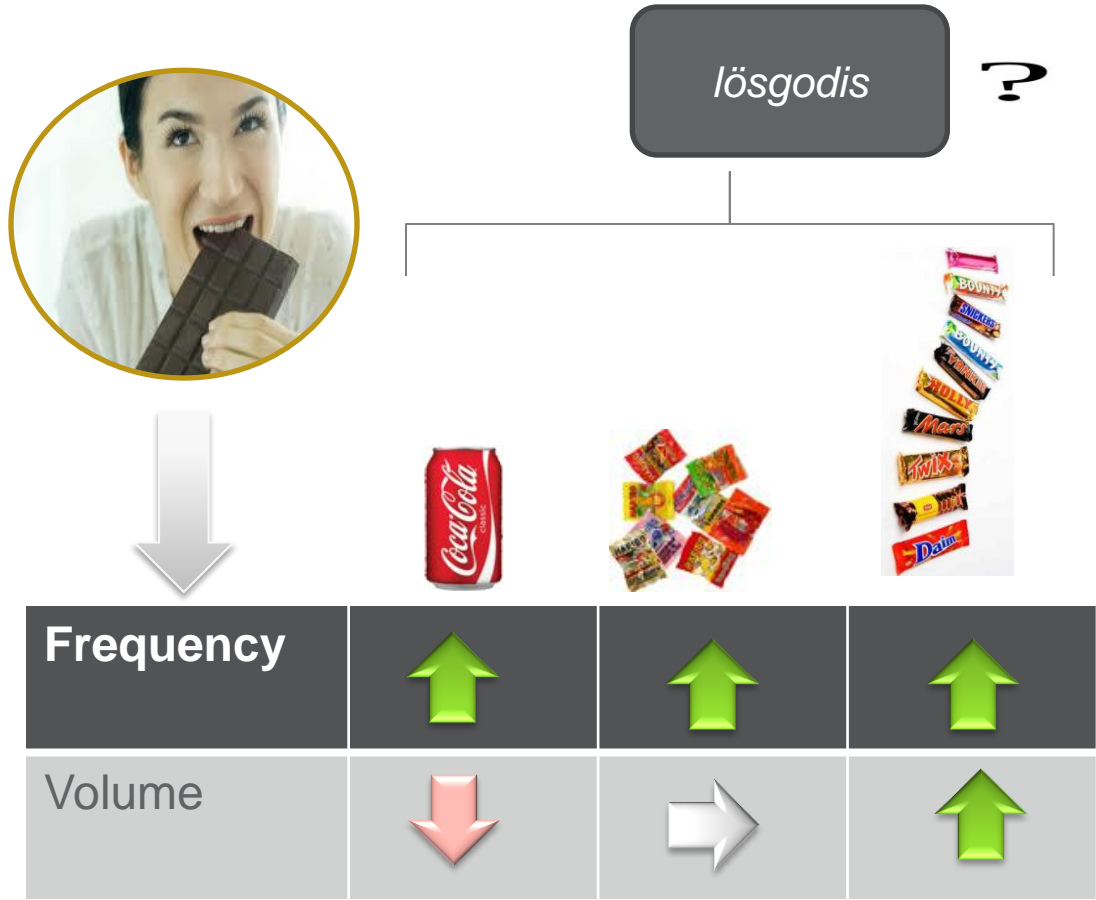
Swedish consumers have contradicting reflections regarding sugar



1. **Sugar creates tooth decay 82%**
2. **Sugar gives energy 77%**
3. **Sugar is fattening 68%**
4. **Sugar is natural 61%**
5. **CSD with sugar tastes better than CSD sweetened with artificial sweeteners 58%**
6. **Children should not eat sugar 56% (5%↓)**
7. **Sugar is generally hurtful for my health 54% (4%↑)**
8. **Artificial sweeteners is unhealthier than sugar 53%(6%↓)**
9. **Sugar is empty calories which has no nourishment 49%**
10. **Sugar is addictive 44%**

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

The frequency has increased and when it comes to volume we see either status quo, increase or tendencies to a decline in volume sales



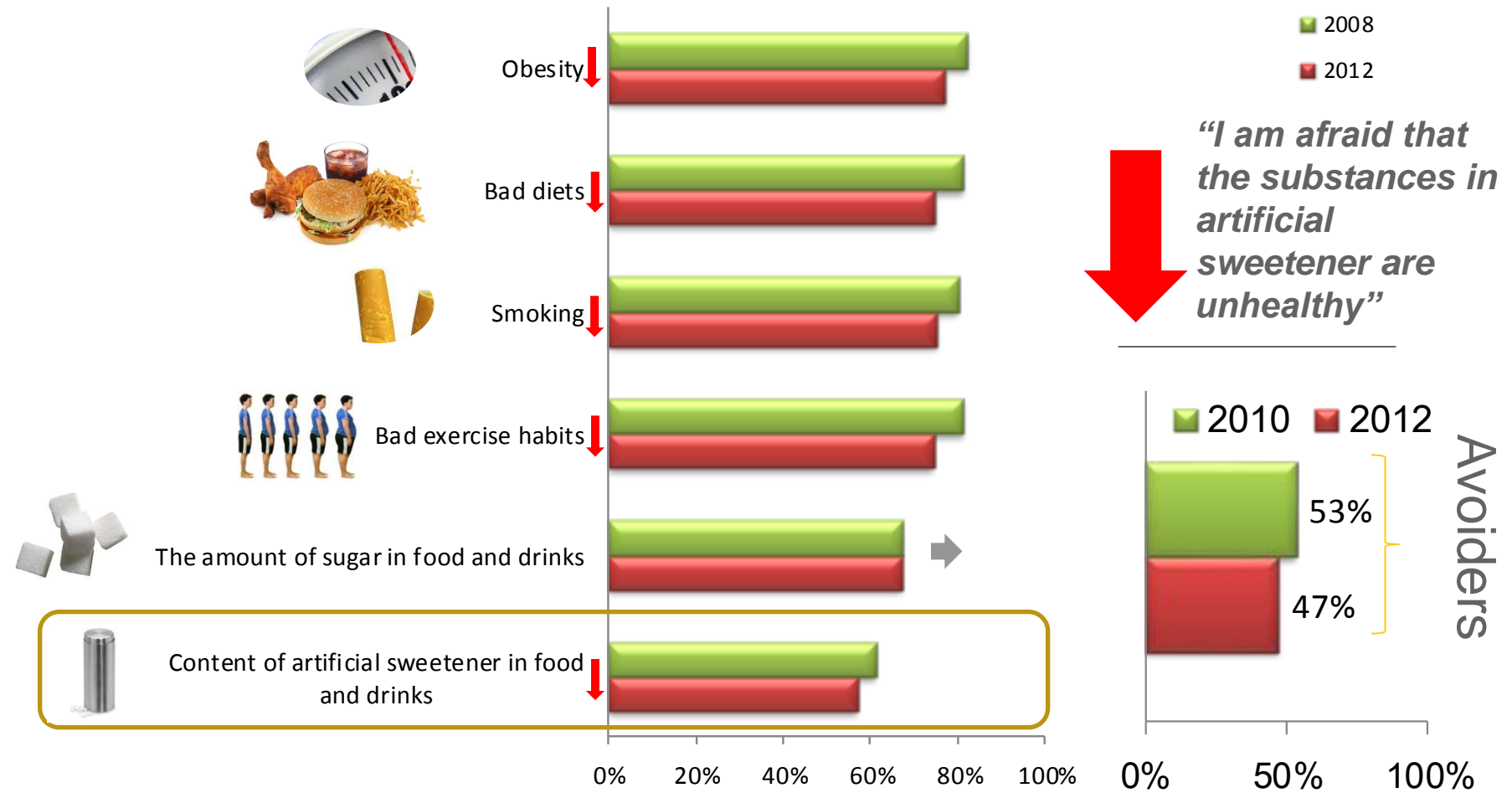
More claim that they have reduced their intake of candy and drinks with a high content of sugar

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



Attitudes towards artificial sweetener

The concern for artificial sweeteners are declining and is following the trend

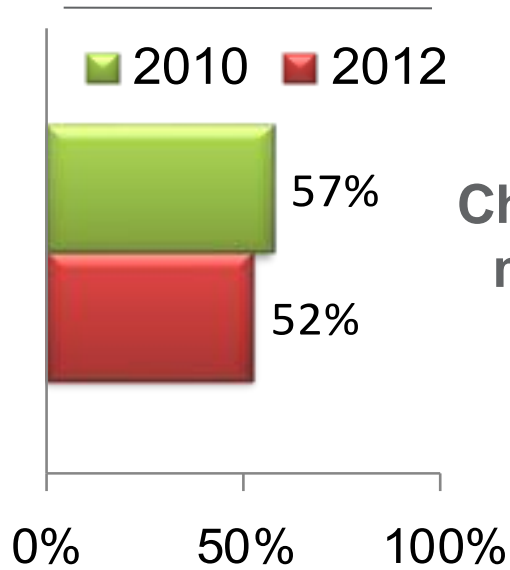


"To which degree does the following topics make you concerned" ?

And less are trying to avoid artificial sweeteners.



“Try to avoid products with artificial sweeteners”



Changed minds



♂
30-39, 60+
Moderate overweight

And it seems that the Swedish population are more positive when it comes to artificial sweeteners



Unhealthier
than sugar ↓

- Male
- 25 – 49 years
- Normal weight

1. *Children should not have artificial sweeteners* 65% (4%↓)
2. *Artificial sweeteners are generally harmful for my health* 48%
3. *I eat artificial sweeteners with a guilty conscience* 30%
4. *Artificial sweeteners are fattening* 25% (3%↑)
5. *Artificial sweeteners create tooth decay* 22% (5%↑)
6. *Artificial sweeteners are addictive to me* 18%
7. *Artificial sweeteners are not as bad as many people thinks* 13% (2%↑)
8. *Artificial sweeteners provide energy* 12% (2%↑)

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



And the frequency has increased and a tendency to a small increase in volume



Market share



♂
20-29
Moderate overweight

Reasons for use

Healthier than sugar ↑
(9% - 12%)

Frequency	↑
Volume	↑

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

Conclusions

- *The Swedish population are still **highly concerned** when it comes to health. But we also see a **small decline** in concern when looking across big **health issues***
- *We don't see the same decline in the concern about sugar. **The concern about sugar is constant**. But despite this we see that the Swedish population have **contradicting reflections regarding sugar**.*
- *Finally when focusing on artificial sweeteners we see that the Swedish population are **less concerned about artificial sweeteners in 2012**. And this is both in general and in regards to specific attitudes and behavior. And it seems that it is the **men** who are pushing this more positive attitude forward.*

Thank you

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