UNWRAPPING SWEETNESS

five things
we learned

BASIS

There's no consumer consensus, just confusion and contradiction

But there is a clear trajectory: anxiety and action are growing

Broader health benefits can generate a halo that alleviates concern

With consumers bewildered, clear, specific and tangible claims resonate

The sugar tax is perceived positively, but there's no mandate for expansion

Nobody can agree on what's healthier: sugar or sweeteners?

34% think **Sugar**

38% **don't know** either way

29% think **Sweeteners**

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Google traffic for search terms related to Sweetness is up

2x

Searches for **'sugar content'** have doubled

vs. 5 years ago

2x

Searches for **'sugar substitute'** have doubled

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People typically overestimate the sugar content in traditional fizzy drinks...

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...and underestimate the amount of sugar in drinks positioned around fruit or vitamin benefits

Lilt

Fanta

Diet Coke

7UP

Tropicana

PURDEY'S™ MULTIVITAMIN FRUIT DRINK

innocent

Ribena

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The most popular Sweetness promises are the definitive, easily understood ones

"No added sugar"

"Sugar free"

"No artificial sweeteners"

"Fruit sugars"

"Naturally low sugar"

"Diet"

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Some would like to see the sugar tax extended, but it’s still a minority view

More people think it’s had a positive impact than a negative one

But there’s no category where a majority would like to see it extended

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If you'd be interested in the full findings, or hearing more about Basis, just email us at **info@basisresearch.com**