

Sugar and Sweeteners - US - June 2004 (\$2995.00)

Sugar and sweeteners (including artificial sweeteners such as saccharin; sugar-derived sweeteners such as sucralose; various syrups such as corn and maple; and honey) comprise a \$2.1 billion retail market. In an era of concern about obesity and weight control, some sweeteners have fared better than others, with the fastest growing product being sucralose, a sugar-derived sweetener that is not metabolized and therefore adds no calories or carbohydrates to the diet. Consumers worried about their weight, subscribers to a low carb diet, and diabetics have all embraced sucralose (brand name Splenda), which has only been sold at retail in a form similar to other sweeteners since 2000. Before then, sucralose could be found as an ingredient in prepared foods but not as a retail product.

Sugar and sweetener sales have been slow overall, thanks to a number of factors such as a flagging interest in cooking from scratch and a growing reliance on prepared and pre-sugared foods. Also draining sales is the rising interest in diets and dieting (especially low-carb dieting) and the growing number of Americans who are watching their sugar intake for health reasons (primarily Type II diabetes).

To increase sales, manufacturers must have a keen understanding of consumer motivations, opinions and purchasing habits regarding sugar and sweeteners. Mintel's exclusive consumer research penetrates consumer use of these products, examining issues such as frequency of use, preferred forms of sweetener and attitudes toward sugar, analyzed by demographic characteristics such as age, income, gender and race.

This report examines the market for sugar, sweeteners, and table syrups/molasses/honey for in-home (retail) consumption, excluding those used in catering establishments such as restaurants and cafeterias.

Other Mintel reports of relevance include:

- Sugar and Artificial Sweeteners - UK - January 2003
- Reduced Fat and Reduced Calorie Foods - UK - April 2003
- Tea - US - June 2003
- Sweet Biscuits - UK - October 2003
- Hispanics and Beverages - US - December 2003
- Coffee - US - January 2004
- Coffeehouses - US - February 2004
- Cream and Creamers - US - March 2004
- Low Carb - US - May 2004
- Sugar Confectionery - US - May 2004
- Yogurts - US - June 2004