

Sugar-free Food and Beverages - US - June 2003 (\$2995.00)

This report provides a thorough analysis of the sugar-free foods and beverages market in the U.S. According to Mintel's exclusive consumer research, 34% of respondents regularly buy sugar-free foods- their motivations including both health and taste issues. New technology has led to the creation of products with improved taste, resulting in prepared foods that not only taste the same as sugared alternatives, but also give the same mouth feel. For example, until recently, few sugar-free chocolate confectionery products were on the market. But in 2003 Hershey launched sugar-free alternatives to its four most popular chocolate products. Their acceptance by consumers will indicate the extent to which sugar-free products will gain market share in the future.

Among the key issues covered in this report are diabetes, weight management, market segmentation, advertising, sales venues and the ways in which Boomers are expected to shape the market. Original consumer research examines attitudes and behavior by age, ethnicity and income. Particular attention is paid to the major players in the market such as Coke and Pepsi, and a six-year trend analysis predicts the future direction of the market.

Research data and analysis answer questions such as:

- Where do the majority of sugar-free sales take place?
- To what extent is diabetes increasing in the U.S.?
- How will the aging population affect the market?
- What fears do consumers have regarding sugar substitutes?

This report focuses on processed foods that are rendered sugar-free through the use of a sweetener ingredient that is a direct replacement for refined sugar or sugar product. Not included are foods that are naturally sugar free such as vegetables and meat, or foods that naturally contain some alternate form of sugar such as lactose in milk and fructose in fruit. Also excluded are processed foods whose formulations do not include sugar, and sugar substitutes sold on their own such as Splenda, Equal, and Sweet'N Low.

The majority of the market comprises carbonated beverages, gum, and candy. Occasional sugar-free products in other segments (cookies, non-carbonated beverages) account for only a very small part of the market and are not included in the market size and segmentation in this report.

This report contains US IRI InfoScan data.

A number of U.S. consumer intelligence reports covering related sectors have been published or are in preparation, including:

- Healthy Snacking, consumer intelligence-U.S. Report, July 2003
- FDA Approved Health Claims in Food, consumer intelligence-U.S. Report, April 2003
- Gums and Mints, consumer intelligence-U.S. Report, February 2003
- Carbonated Soft Drinks, consumer intelligence-U.S. Report, February 2003
- Sugar and Artificial Sweeteners, consumer intelligence-U.S. Report, December 2002
- RTD Noncarbonated Beverages, consumer intelligence-U.S. Report, August 2002
- Chocolate Confectionery, consumer intelligence-U.S. Report, October 2001
- Cookies, consumer intelligence-U.S. Report, August 2001
- Ingredient Trends, consumer intelligence-U.S. Report, January 2001.