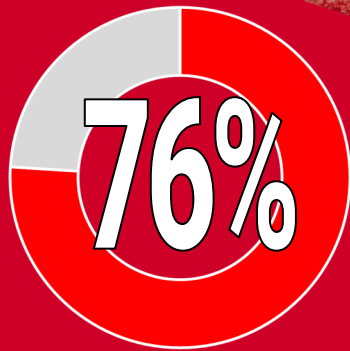


Sour on Sugar



of consumers are avoiding **any type** of sweetener

Sugar and sweetened products play a complex role in American culture and diet. Consumers continue to avoid markers of processed foods and their key “red flag” ingredients, particularly sugars.



Top Sugars and Sweeteners **AVOIDING** in Diet →



Source: Health + Wellness 2017 report