



# Sugar Reduction

## Balancing health, taste and naturalness

Public health initiatives and government regulations are starting to crop up around the world, for example, the UK's High Fat, Sugar, and Salt (HFSS) restrictions, Chile's food labelling and advertising laws, and South Korea's sugar reduction goals, which are forcing reformulation and new product development. Aside from government intervention, there is a growing awareness amongst consumers that reducing their sugar intake is beneficial for their long-term health. With these considerations combined, manufacturers are increasingly formulating with reduced sugar in mind. And while sugar reduction is not a recent phenomenon, it is gaining momentum and rapidly becoming the new normal.

Despite consumers wanting lower-sugar products, indulgence still remains an essential purchase driver for many categories, meaning manufacturers need to balance health, taste and perceptions of naturalness.

- Breakfast is the meal where most Australian and New Zealand consumers are looking for low sugar products. (Mintel Consumer Data, 2025)
- 45% of Australian consumers are worried that reduced sugar snacks won't taste as good. (Mintel Consumer Data, 2025)
- 15% of all global patents in sugar reduction originate in South Korea. (Mintel, 2024)
- Consumers want to reduce their sugar intake primarily for general health, weight loss or diabetes prevention. (Mintel, 2024)

## On the Shelves



Magic Spoon, Cinnamon Toast Protein Cereal. Each serve has 12g of protein, 0g total sugar and is naturally flavoured. It is said to barely impact blood sugar, and have a familiar taste and texture to normal cereal. (USA)



Three Wishes, Marshmallow Flavoured Grain-free Cereal. Combines a clearly indulgent taste profile with health benefits like added protein, gluten-free and only 3g sugar per serve. (USA)



Dongwon F&B, Flat Peach Flavoured Drinking Yoghurt. Contains probiotics, prebiotics and postbiotics, and 25% less sugar. (South Korea)



Bloom, Creatine Gummies. Gummies formulated to promote lean muscle, increase strength and support brain health, and uses natural sweeteners instead of sugar. (USA)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

# On the Shelves



Beksul, Light Sugar Beef Bulgogi Sauce. A delicious stir-through sauce the contains only 3% sugar and 35% fewer calories than the standard product. Uses allulose and steviol glycosides. (South Korea)



Double D Smart Sweets, Sour Watermelon Bears. Contains no added sugars, natural sweeteners, 22g of prebiotic fibre per serve. Features a 5 Star Health Rating. (Australia)



Suntory -196, Grapefruit Vodka Seltzer. Made with vodka, natural flavours, and only 2.5g of sugar per serve to deliver a "refreshing taste and whole fruit flavour." (USA)



Living Things, Rhubarb & Apple Prebiotic Soda. High in fibre, low in calories, and uses natural flavours and inulin instead of added sugar. (UK)

Consumers globally prefer natural solutions over artificial sweeteners, with many reporting a preference for either natural sweeteners or even a gradual reduction in sugar content instead of using sweeteners.

Formulating and reformulating for sugar reduction is becoming standard practice around the world. However, consumers are worried that these reduced sugar products will be less tasty, and there is a growing concern that reduced sugar products are also likely to be highly processed. This means that manufacturers need to work hard to reassure consumers that their reduced sugar products will not only taste delicious but also represent a net health benefit!

Using natural sweeteners, approaching sugar reduction holistically by using ingredients that are naturally lower in sugar (e.g. dark chocolate instead of milk chocolate) and focusing on taste are some ways manufacturers can ensure they appeal to consumers in this growing space.



## HW Hawkins Watts Offerings

- ✓ Taste modulators and masking flavours.
- ✓ Natural sweeteners and sweetening systems.
- ✓ Natural flavours and colours.
- ✓ Textural solutions.

**Please contact Hawkins Watts for more information**  
**Australia**

+61 3 9561 3710

[sales@hawkinswatts.com.au](mailto:sales@hawkinswatts.com.au)

**New Zealand**

+64 9 622 2720

[sales@hawkinswatts.com](mailto:sales@hawkinswatts.com)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE