

# Sugar Reduction

There is a growing global demand for sugar reduction from both consumers and regulatory bodies. Sugar has been identified as a key factor in the fight against obesity, and as such there is significant interest in healthier replacements. Let's take a look at how this trend is continuing to play out...



The increased health-consciousness brought about by COVID-19 has made the quest for reduced sugar more timely than ever. However, while sugar reduction is front of mind for many consumers they still want a product that tastes good and is budget friendly.

Some artificial sweeteners have a negative consumer perception, so formulating with natural sweeteners or using fibre or fruit blends could be a more well received option.

Launches of products with reduced sugar claims increased by over 90% in ANZ between 2017 - 2019

Consumers associate low sugar content with healthiness

Beverages, snacks, dairy & cereal has seen the most significant growth in the reduced sugar category (ANZ 2020)

Transparency and consumer education around sweeteners is crucial



## On the Shelves



Hopt Pink Guava and Rose Soda achieves a low/reduced sugar claim by using guava juice alongside small amounts of cane sugar (NZ, 2020).



Sugar free home-baking kit from Noshu, which uses natural sweeteners and fibre to create a healthier yet decadent cupcake mix (AUS, 2020).



YoPro Frozen Dessert Sticks use a blend of gums and natural sweeteners to obtain sweetness and mouthfeel in their 'no added sugar' product (AUS, 2020).



Using a mix of artificial and natural sweeteners alongside natural flavours and fibre, these Keto Cookies are able to claim 'no added sugar' status (NZ, 2020).



## On the Shelves



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Plant-based stick ice-cream with no added sugar and a low calorie claim. FroPro uses a stevia blend to naturally sweeten the product and allow for the no added sugar 'health halo' (AUS, 2020).



A gluten-free and nut-free snack, positioned as a healthier alternative. Less than 5g of sugar per biscuit is achieved through using inulin and apple sauce (AUS, 2020).



Almighty sparkling water claims 'no sugar' on front of pack, and is naturally sweetened using just peach and ginger natural flavours. (NZ, 2020).



Vegan cereal clusters from Pure Delish which utilise fibre rich tapioca syrup, coconut nectar and vanilla extract to develop a sweet flavour, whilst still claiming low/reduced sugar (NZ, 2020).

**Successful sugar reduction is a complex process, and no one ingredient can replace sugar in its entirety. Sweetness aside, one also has to contend with mouthfeel and texture — both of which can be impacted by removing or reducing sugar in a recipe. Consumers also often expect a significant reduction in calories when evaluating a 'reduced sugar' product, further complicating matters.**

**Alongside this, although consumers believe lower sugar is desirable, there is a common perception that reduced sugar claims often correspond with more artificial ingredients. Educating consumers about sweeteners and building an overall image of healthfulness is important to help assuage these fears.**

*Did you know that while 65% of consumers are concerned by sugar levels, 53% are also worried by the use of artificial sweeteners?<sup>1</sup>*



## Hawkins Watts Offerings

✓ Natural sweeteners, flavours & taste modulators

✓ Fibre & starch range

✓ Natural gums & pectin



<sup>1</sup>UK consumers, June 2019

Please contact Hawkins Watts for more information.

Hawkins Watts Australia  
P +61 3 9561 3710  
E sales@hawkinswatts.com.au

Hawkins Watts New Zealand  
P +64 9 622 2720  
E sales@hawkinswatts.com