

SAY ≠ DO

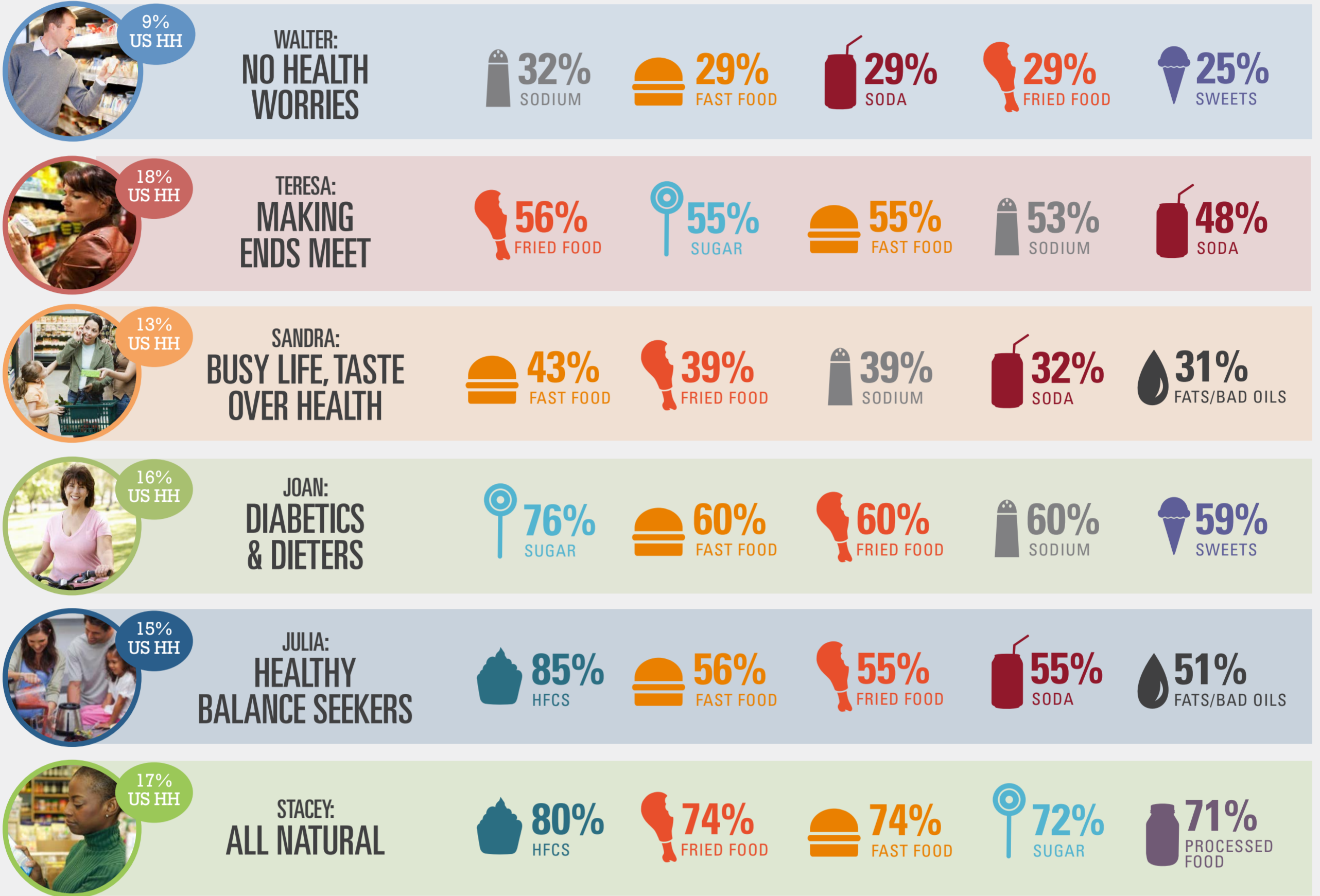
Consumers SAY they avoid specific ingredients, but purchase data shows they DO NOT.

CONSUMER SEGMENTS: WHAT THEY SAY

The Sweetener360, commissioned by the Corn Refiners Association and completed in part by Mintel Consulting and Nielsen, surveyed more than 11,000 consumers to gain a complete picture of how consumer attitudes about sweeteners really affect shopping behavior for specific products and brands—within the context of six distinct consumer lifestyle segments.

I SCOUR THE INTERNET FOR WAYS TO EAT HEALTHIER. COST DOESN'T MATTER.
STACEY

WHAT THEY SAY THEY AVOID: THE TOP 5



SPECTRUM OF SWEETENER AWARENESS

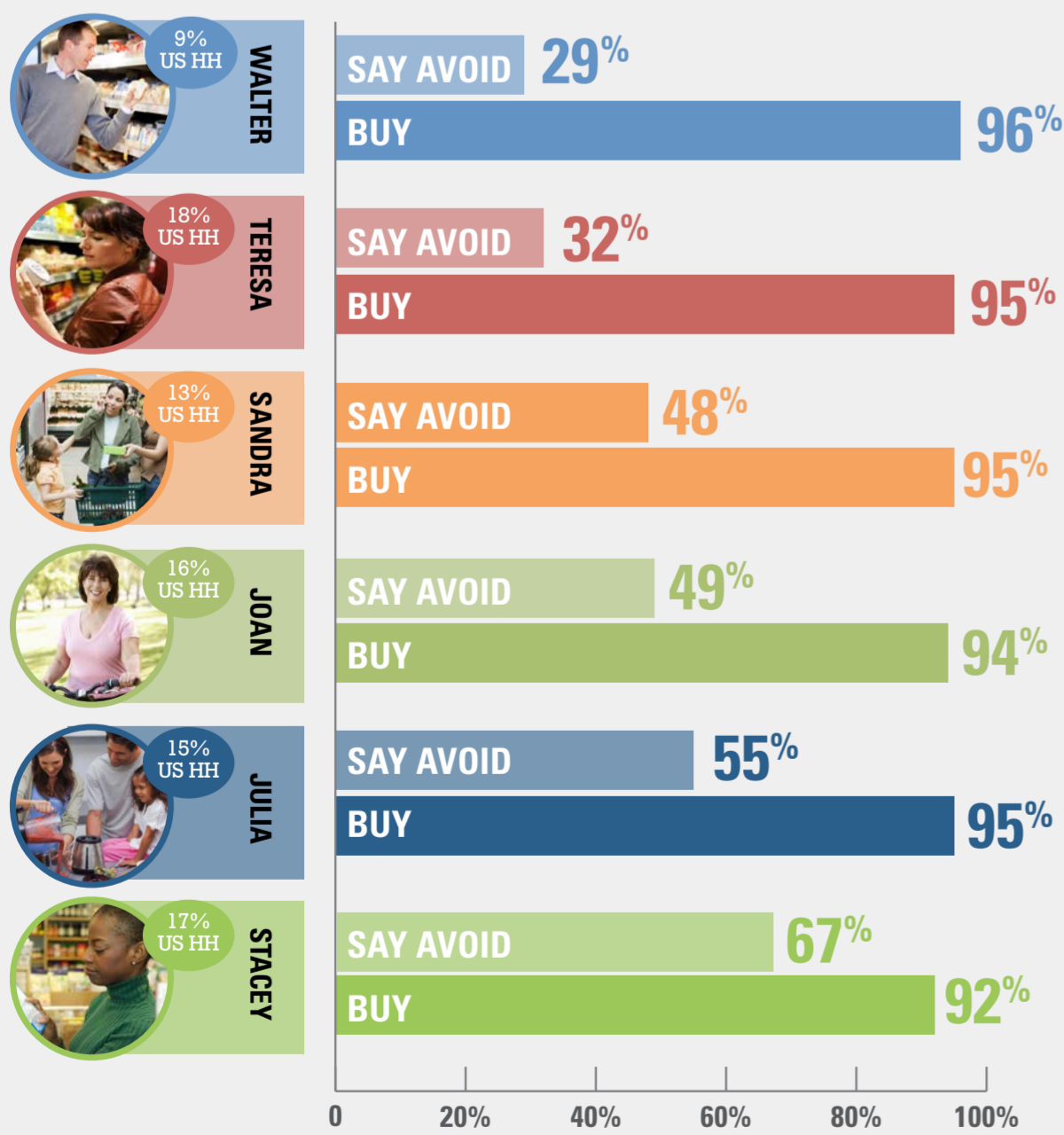
Sweetener awareness across the six segments range from not worried at all to highly engaged in sweetener news.



SEPARATING FACT FROM FICTION: TAKING A CLOSER LOOK AT SODA ATTITUDES AND BEHAVIORS

All segments claim to avoid soda, but actual purchase data clearly shows that isn't the case.

SAY THEY AVOID OR ARE CONSUMING LESS SODA / PERCENTAGE THAT ACTUALLY BUYS SODA



SAY WHICH CONSUMERS SAY THEY AVOID SODA?

ALL OF THEM.

DO WHICH CONSUMERS BUY SODA?

ALL OF THEM.

OTHER SODA TAKEAWAYS

- Across brands, Teresa accounts for the most soda sales.
- Teresa, Sandra and Joan are most important to Coca-Cola, Pepsi and Dr Pepper.
- Stacey and Julia buy nearly a quarter of HFCS-formulated CSDs.

KEY TAKEAWAY

More than 50 percent of consumers say they avoid sweeteners even though actual purchase data reveals they don't do what they say.

[Download new white paper](#) to learn what these segments mean to your brand.