

>>>>> Find out <<< HOW YOUR CONSUMERS FEEL ABOUT SWEETENERS AND WHY THEY DO

SWEETENER360 STUDY IDENTIFIES SIX CONSUMER SEGMENTS THAT ACCOUNT FOR \$54.8 BILLION IN TOTAL SALES IN 15 HIGH-VOLUME FOOD AND BEVERAGE CATEGORIES.













Sauce













Bars



Carbonated Flavored Soft Drinks

Jams & [ellies



Drinks



Cereal



Drinks

Yogurt

Salad Dressing

Ketchup Cookies

Flavored Cereal

Still Water



Snack

Crackers

ANSWERING MARKETERS' TOP QUESTIONS



To what degree are consumers concerned with sweeteners?



If not sweeteners, what are consumers concerned with?

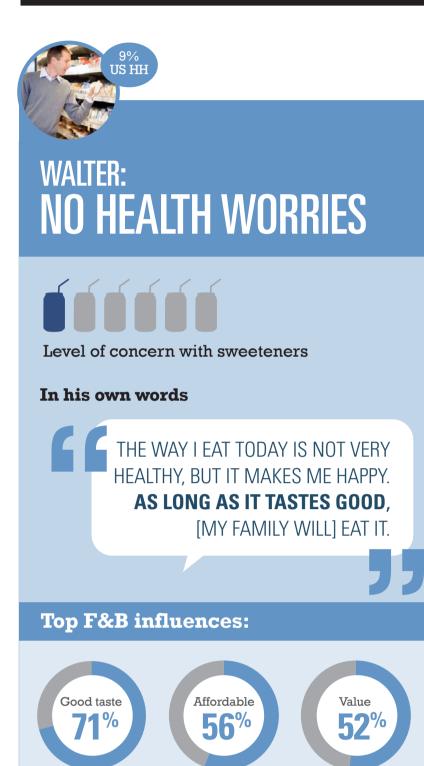


What are the defining characteristics of consumers I should care about?



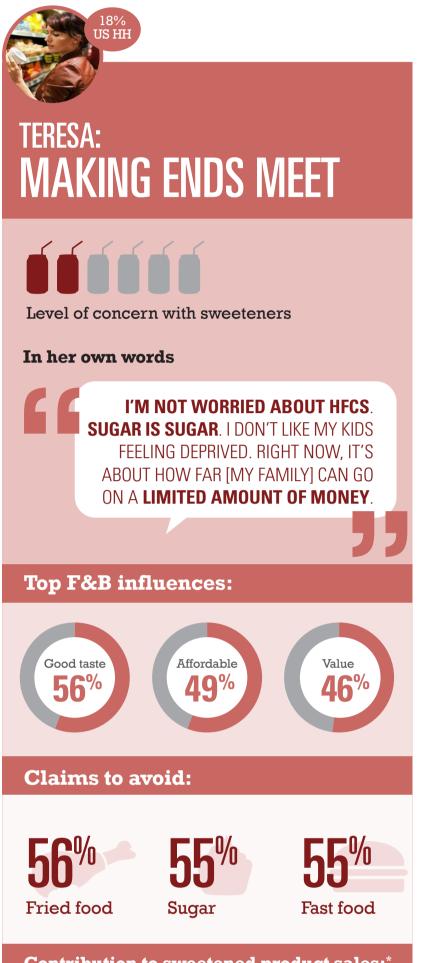
How much of my business do these consumers account for?

MEET THE SIX SEGMENTS















Sugar

* percentage of contribution to formulated products' total sales





KEY TAKEAWAY

Consumer segments buy sweetened F&B products proportionately to their makeup of the general population. In fact, spending does not differ greatly across different lifestyles and sweetener types.

Download new white paper to learn what these segments mean to your brand.

CornNaturally.com

No/low

calorie