

# TasteSolutions® Sweetness

## Predicting the future of sugar reduction



### Sugar reduction is evolving around the globe

Changes in consumer attitudes, behaviours and expectations create unmet needs, and opportunities. Givaudan presents our three predictions for the future of sugar reduction based on five critical trends and their drivers.

### Five trends

Based on social, technical, economic, environmental and political analysis Givaudan has identified five trends, which are supported by our proprietary research and external sources:

## These are the forces shaping the future of sugar reduction



### 1. Politics of food & health

- Rising global obesity and diabetes
- Governments pressured to control healthcare costs
- Sugar taxes, regulations



### 2. Consumer empowerment

- Buying habits reflect social values (sustainability, fair trade, business ethics, transparency)
- Millennials believe that consumerism drives change



### 3. Naturally perfect

Natural products surge due to association with:

- Health and well-being
- Social values, i.e a slower lifestyle, less materialistic, more authentic
- Rarity, premium and luxury



### 4. Designed perfection

- Consumers love the control and options that technology enables
- Sometimes consumers will trade "natural" for a superior experience or lower price



### 5. Breaking through

- New behaviours and attitudes towards food, especially from Millennials (less brand loyalty, crave novelty and choice, food & drink "experiences" as social status)
- Mimicking sugar is not enough

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### Three predictions

Supported by our proprietary research and external source Givaudan presents three predictions and our solutions for the future of sugar reduction:



#### #1

The silent reduction of sugar in brands is viable today. True innovation is needed to meet evolving market needs.



#### #2

Natural and artificial sweeteners have long term futures in food & beverages.



#### #3

Younger generations will seek satisfaction beyond sugar and sweetness.

What does this mean for your brands?

**Givaudan can help you translate. Ask us how you can learn more about our trends, predictions and how our technology is ready for your new opportunities.**