



# Sugar Reduction in the U.S. Dairy Case

# Consumer attitudes toward sugar have changed dramatically over the past decade.

Three out of four consumers are now trying to avoid or limit sugar in their diets.<sup>1</sup> Many are also thinking about their waistlines. One-third of Americans now believe that sugars are the source of calories most likely to cause weight gain, up from just 11 percent in 2011.<sup>1</sup> Formulators can help satisfy consumer demand by developing reduced-sugar yogurts, dairy beverages and other dairy products. Developing winning products, however, can be a challenge.

## Taste is always a top priority

While sugar content is important, taste remains consumers' number-one priority. More than eight out of ten consumers consistently report that taste has the most impact on their food and beverage buying decisions.<sup>1</sup>

## Yogurt and yogurt drinks

Sales of these breakfast staples are expected to reach \$11.4 billion in 2021, and \$14.5 billion by 2024.<sup>3</sup> Many consumers are avoiding the traditional high-sugar varieties, instead selecting options they deem healthier, such as those which support digestive health (43 percent of buyers) or weight management (23 percent).

## Milk alternatives and dairy beverages

The market for both dairy and plant-based dairy alternative beverages is growing, and is expected to reach \$28 billion by 2021.<sup>4</sup> Much of the growth is attributed to plant-based alternatives, which often contain added sugar. Mintel reports that non-dairy milk sales have grown 61 percent since 2012. Almond, coconut and soy milk are the most popular types of non-dairy milk, but other nut- and plant-based products are gaining ground, according to Mintel.<sup>5</sup>



## PLEASING PARENTS AND KIDS

Proprietary Cargill research shows that many parents are carefully watching their children's sugar intake, especially in the dairy case.<sup>2</sup>

- **48% especially look at sugar content in dairy for children**
- **29% pay more attention to the amount of sugar in dairy than in other foods**

Parents are increasingly looking for products that they can feel good about feeding their families. Many kids seek foods that appeal to their taste buds. Formulators need to consider both parties when developing new products.

Formulators looking to deliver great-tasting products with less sugar should look to Cargill's broad sweetener portfolios. Ingredients such as EverSweet™ sweetener and Zerose® erythritol can deliver sweetness without added calories and sugar.

- **EverSweet™ sweetener offers a fast sweetness onset, together with a rounded and robust sweetness profile.** Because it offers sweetness without bitterness or licorice aftertastes, it can deliver up to 100 percent sugar reduction without the need for expensive flavor enhancers or bitter blockers.
- **Zerose® erythritol is a zero-calorie bulk sweetener that has the highest digestive tolerance** compared to other polyols. It helps add body and smoothness to yogurt.

Cargill texturizers can help deliver a satisfying mouthfeel while reducing sugar in products. Pectins, Oliggo-Fiber® chicory root fiber, Custom Texturizing Systems and the SimPure™ portfolio of functional native starches are all excellent label-friendly options.



<sup>1</sup> IFIC. "2018 Food and Health Survey."

<sup>2</sup> Cargill Proprietary Consumer Research, 2018

<sup>3</sup> Mintel. "Yogurt and Yogurt Drinks," August 2016.

<sup>4</sup> Packaged Facts. "Dairy and Dairy Alternative Beverage Trends in the U.S., 4th edition," October 2017.

<sup>5</sup> Mintel. "Non-Dairy Milk U.S. 2017 Report."

*Claims: The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions.*