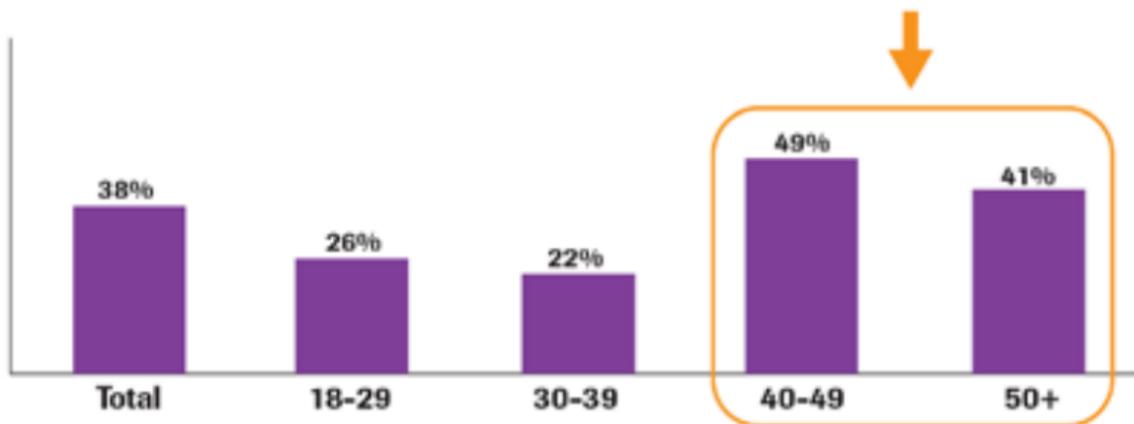


Sugars versus Artificial Sweeteners

38% will choose beverages with lower sugar content even if they contain artificial sweeteners (Always/Usually)

Those 40+ are the most likely to choose artificial sweeteners for reduced sugar



SOURCE: HEALTH-FOCUS INTERNATIONAL/2018 SWEETENER SYSTEMS CONFERENCE

Older people, especially, are willing to trade off their concerns about artificial sweeteners for the benefits of caloric reduction, a likely reflection of their health priorities.