



Sugar, Honey, and Syrups: Caloric Sweetener Trends in the U.S.

Oct 2014 • By Packaged Facts • 142 pages

Summary

Table of contents

Search Inside

The information in this report is extracted from Packaged Facts' Sugar, Sugar Substitute, and Sweetener Trends in the U.S., 4th Edition (May 2014). Intense focus on added sugars consumption and links to obesity, diabetes and heart disease is motivating consumers to both reduce total consumption and switch to sweeteners perceived as more healthful, including less refined sugars, honey, and coconut sugar. Less refined, niche sugars and sweeteners are expected to grow at the expense of commodity sugar, especially white granulated. Economic and environmental sustainability factors are increasingly important to consumer choices about sweeteners, and avoidance of genetically modified foods will likely drive sweetener selection for a growing number of consumers.

Scope of Report

This report strives to estimate and analyze the size, growth rates and composition of the sugar, honey, and caloric sweeteners market in the United States, focusing specifically on the retail market for kitchen and tabletop use while also discussing major trends that are currently impacting or are expected to impact the selection and use of sweeteners for foodservice and industrial use by processors. The retail products and markets covered in this report include sugars, honey, pancake and maple syrup, corn and cane sweeteners, molasses, and other caloric sweeteners that may be considered niche sweeteners such as agave nectar and coconut sugar.

Report Methodology

The information in this report was obtained from both primary and secondary research. Consumer data were derived from a Packaged Facts national online consumer survey conducted in April 2014 with a panel of 2,000 U.S. adults (age 18+) balanced to the national population on the primary demographic measures of gender, age range, ethnicity, geographic region, marital status, presence or absence of children in the household and household income.

Additional consumer data were obtained from the Simmons National Consumer Survey through Fall 2013 from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

Retail sales figures credited to IRI (Chicago, IL) are based on IRI aggregated multi-outlet (MULO) sales tracking, which represents sales through U.S. supermarkets, drugstores including Walgreens, CVS and Rite Aid), mass merchandisers (Wal-Mart, Target, Kmart and Shopko), warehouse clubs (Sam's Club and BJ's, but not Costco), dollar stores (excluding Dollar Tree) and military commissaries.

Nine retailers in three geographic locations (Houston, TX, Minneapolis, MN, and New York and New Jersey) were visited and sugar and sweetener offerings studied in conjunction with this report. A wide range of industry sources were also leveraged including interviews and discussions with industry participants and subject matter experts, sugar and sweetener company websites, videos embedded in these websites, trade publications, business newspapers and magazines, consumer blogs, financial blogs, social media, annual reports, 10Ks and press releases.

Who Will Benefit From This Report

- Food Retailers
- Sugar Producers
- Manufacturers and Marketers of Zero Calorie Sweeteners
- Honey and Maple Syrup Producers, Processors and Marketers
- Ingredient and Agricultural Commodity Producers
- Food and Beverage Manufacturers
- Foodservice Operators
- Private Label (Retail) Branding Firms
- Advertising Agencies
- Investment Banks

The analysis in this report includes

- U.S. retail market size projections through 2018 for:
- Market share of leading brands and private label for each sweetener type
- Analysis of new product introductions
- Packaged Facts predictions for sugars and sweeteners

Get this report

\$3 250 - 1 User License

Add to cart

Ask a question about this report?

Get this report

\$3 250 - 1 User License

Add to cart