

Taste sweet liberation

Create healthier products that delight with Ingredion's comprehensive sugar reduction portfolio.

Health and wellness (H&W) is a way of life for EMEA consumers, who are demanding reduced-sugar food and beverages.¹ Manufacturers must meet their demands while considering the latest regulations and health initiatives, like HFSS and Nutri-Score, without compromising on taste or texture.

Explore the latest trends in sugar reduction to develop or reformulate products that break free from sugar to meet consumer demands.

Living healthier lifestyles

On top of consumers exercising more and monitoring their sleep...

- 1 in 3** are reducing sugar to improve their health²
- 25%** have switched to a healthier diet in the last year²
- ~70%** believe 'reduced sugar' is important²

These shifts in consumer purchases have created demand for 'healthier' product claims, including:¹



Sugar reduction



Digestive/immunity benefits

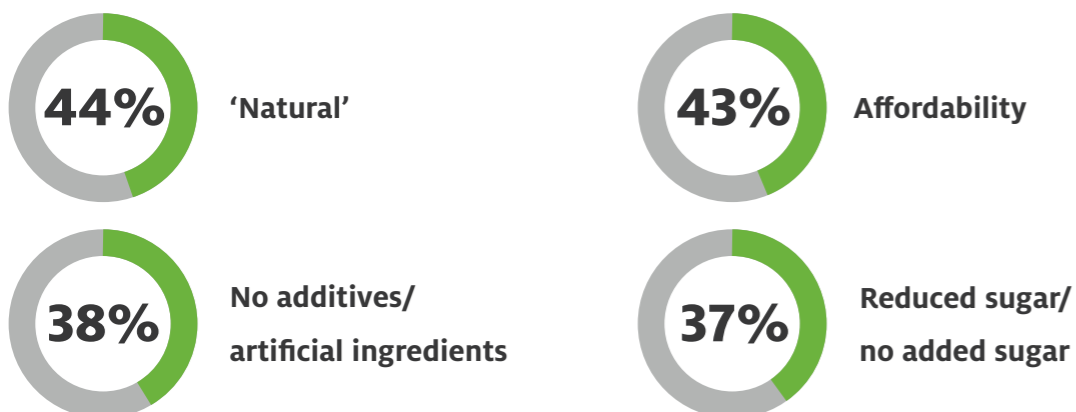


Clean label



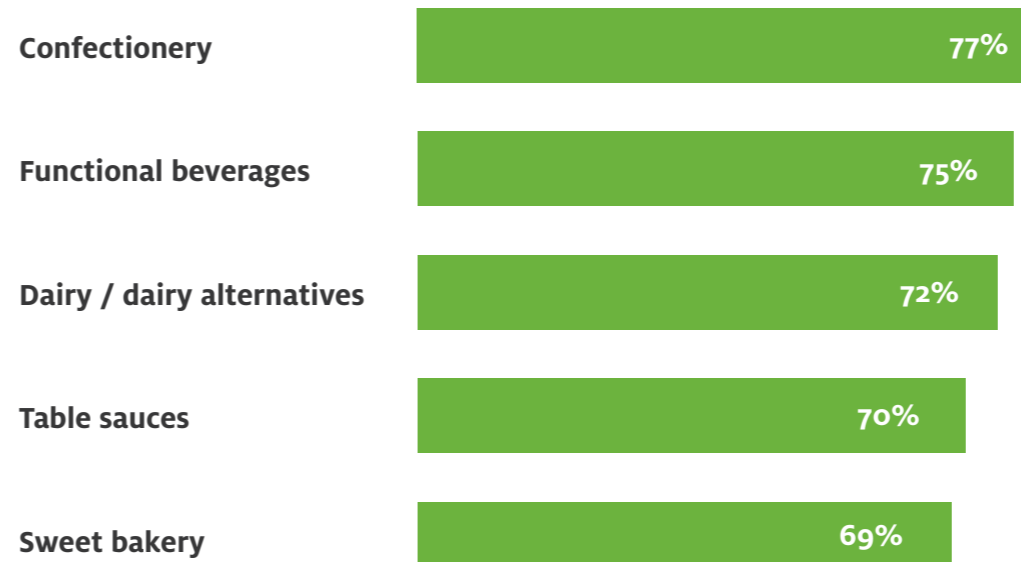
Changing purchasing habits

An increased focus on H&W has changed consumer purchasing habits, with an increased desire for:



Paying a premium

With H&W so important to consumers, they are willing to pay more for products that have preferred claims.²



~75% of consumers are willing to pay more for reduced sugar claims.

37% of consumers bought more packaged foods with reduced sugar claims.²

#1 sugar-related claim is 'naturally sweetened'.²

Liberate consumers with enhanced stevia solutions

Stevia is one of the preferred sugar replacements in EMEA² because it is recognised as a healthier option — in relation to sugar reduction — and as a 'low/no-calorie' sweetener that fits today's consumers' healthy lifestyles.

- Plant-based sweetener
- Extremely versatile
- Contains zero calories
- 250–400 times sweeter than sugar
- Sustainably grown
- Also functions as a flavour modifier



Stevia is the healthier option for diabetes and weight concerns.

The ingredient:

- Has no effect on glycosylated haemoglobin
- Helps reduce calorie consumption
- Contains no carbohydrates
- Does not independently affect blood sugar or insulin levels

Consumers choose stevia because:²

49% Stevia is a good alternative to sugar

40% It contains low/no calories

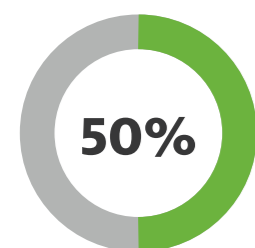


Stevia is ranked among the top five 'natural' sweeteners along with honey, maple syrup and agave syrup.²

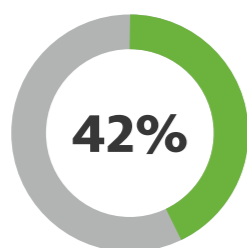
The switch for sweet taste

Better taste is a key motivation for switching sweeteners.

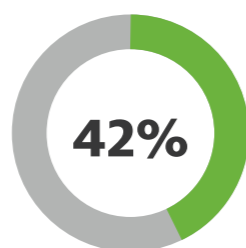
Reason to switch:



Less sugar in their diet



A healthier option



Better taste

Consumers are also avoiding artificial ingredients.²

58% avoid aspartame

45% avoid saccharin

42% avoid sorbitol

Partner with Ingredion

Get the application and formulation support you need from the experts at Ingredion Idea Labs[®] innovation centres that use our holistic solutions — from functional build back to flavour and texture modification to shelf-life stability — to bring great tasting products to market.

Reimagine sweetness with PureCircle[™] by Ingredion and leverage our comprehensive portfolio of stevia solutions to address your sugar reduction challenge.

Partner with Ingredion to access innovative ingredients, research-based insights and culinary expertise to help you formulate consumer-preferred products.

Break free and break through with reduced-sugar products that meet consumer demand, today.

Start tasting sweet liberation at ingredion.com/emea



¹ Ingredion, Atlas Proprietary Research, 2020
² Ingredion, Global Sweetener Insights Program, 2021

*This information is intended to support the efforts of our customers to develop and implement an appropriate labelling strategy for products containing Ingredion ingredients or additives. In all respects, the ultimate decisions on how to identify and label ingredients or additives on food packages remains with our customers. We urge you to carefully review the relevant regulations and to seek appropriate legal counsel as you determine the labelling requirements applicable to your products.

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