

Taste sweet liberation in sugar-reduced confectionery

Want to free consumers of sugary confectionery products while tackling the high fat sugar salt (HFSS) initiative (UK only) and delivering consumer-preferred Nutri-Scores? Explore why sugar reduction is a key growth area in confectionery in EMEA, and deliver consumer-preferred products without compromise on taste, texture and indulgence.

EMEA consumers want to be free of sugar

- 66%** read nutritional facts and ingredients when shopping for confectionery products.²
- 37%** are limiting sugar consumption for health reasons.³
- 31%** of consumers are monitoring sugar intake — this is more than any other nutritional ingredient.⁴

Manufacturers are responding to these consumer demands



'Sugar free' is also the most frequently used claim in sugar-reduced confectionery in EMEA.⁵



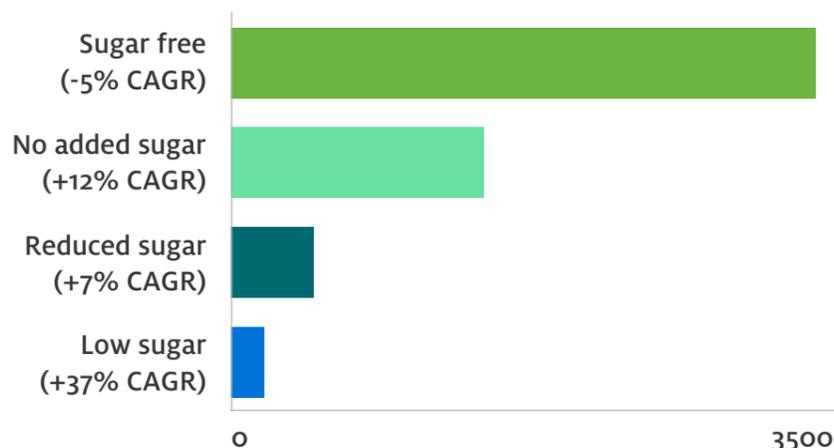
'Low sugar' is the fastest-growing claim (+37%) in sugar-reduced confectionery in EMEA.⁶

Set consumers free with stevia

Meet consumer demand by replacing sugar with consumer-preferred sweeteners like stevia. EMEA consumer insights show that:

- 2/3** rate stevia as an 'acceptable' sweetener in confectionery products.⁷
- 57%** prefer 'all-natural' over artificial sweeteners.⁸
- 42%** have switched from an artificial sweetener to an 'all-natural' low-calorie or no calorie sweetener.⁹

Number of new sugar-reduced confectionery product launches (EMEA) by claim¹



Launch consumer-preferred products with Ingredion

Get the product innovations you need from the experts at Ingredion Idea Labs[®] innovation centres that use science-based problem solving to create consumer-winning solutions.

Break free from challenges with solutions created using Ingredion's ingredient portfolio — developed to support and overcome formulation complexities.

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

^{1, 5, 6} Innova Market Insights, EMEA, 2017-2021
^{2, 7, 8, 9} Ingredion, Sugar Reduction Survey (Stevia), 2021

³ Ingredion, Proprietary Atlas Consumer Research, 2020
⁴ 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. The INGREDION and IDEA LABS marks and logos are trademarks of the Ingredion group of companies and used in Europe by Ingredion UK Limited and Ingredion Germany GmbH. All rights reserved. All contents copyright 2022.



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