

# 'I'm trying to eat less sugar'

With 50% of consumers striving to eat less sugar, governments worldwide are challenging the food industry to reduce sugar in key products. Lucy Beverley, Marketing Communications Manager at Leatherhead Food Research takes a look at key confectionery launches making a reduced/low/no sugar claim.

As we all know, 'sugar' has been the focus of extensive media coverage in the past five years. Indeed, Leatherhead Food Research's latest survey reveals that 50% of consumers worldwide are trying to eat less sugar compared to 12 months ago, showing the extent to which messages in the media and discussions amongst key opinion formers are impacting the consumer

**In the UK**, responses to Leatherhead's survey found 44% of consumers are trying to eat less sugar compared with last year. Both confectionery manufacturers and retailers have recently unveiled reduced sugar or sugar free versions of their products, tapping into this demand. Nestlé has launched 30% reduced sugar versions of Rowntree's



Fruit Pastilles and Rowntree's Randoms. As part of the recipe change, the sugar removed has been replaced with the maize fibre Promitor. These new products also have fewer calories and remain free from artificial flavours, colours and sweeteners.

**Perfetti Van Melle** has launched a variety of sugar free and reduced sugar products. New to its Fruit-tella range are Fruit Gums and Fruit Foams, which the manufacturer claims to combine natural flavours with stevia extract to



create a fruity experience without any sugar. In addition, Fruit-tella Chewy Sweets with Strawberry Flavour claim to contain more fruit juice and 30% less sugar than the standard Fruit-tella products. They also contain natural flavours and colourings and no sweeteners.

### Retailer-wise,

Marks & Spencer has launched these Sugar Free Wine Gums which comprise raspberry, orange, lime and blackcurrant flavoured fruit gums with sweeteners (maltitol, sorbitol and steviol glycosides).



**Aldi** has added a number of sugar free confectionery products including these Dominion Sugar Free Rhubarb and Custard Sweets. Containing rhubarb juice and plant extracts, the product includes a blend of sweeteners (isomalt and sucralose).



**Over in France**, 47% of consumers who took part in Leatherhead's survey are looking to reduce the amount of sugar they consume. The private label brand Système U has added three new sugar free Bonbons to its range. Claimed to be made with natural flavourings, the sweets are available in Mint, Plant and Fruit flavours. All contain the sweeteners maltitol syrup, isomalt and steviol glycosides.



**Meanwhile in the USA**, 48% of consumers are striving to eat less sugar compared to 12 months ago.



Russell Stover has launched a range of Sugar Free Dark Chocolate Bites featuring centres flavoured with Cranberry, Blueberry or Orange. Handcrafted in small batches, these products are sweetened with Splenda sucralose and contain the sweetener maltitol.

### China is ripe

for sugar reduced confectionery with 48% of people looking to decrease the amount of sugar they consume. Brand Lin Zhen He has launched this Strawberry Flavoured Refreshing Lozenge, which the manufacturer claims to contain vitamin C and be sugar free (sweetened with sorbitol and sucralose).



**At 65%, Brazilians** were the most likely to want to eat less sugar (out of the five nationalities surveyed in Leatherhead's poll). Flormel has extended its range with these Chocolate Coated Cranberries. According to the manufacturer, the product is free from added sugar, artificial sweeteners, colourings, lactose and gluten; it is made with 52% cocoa chocolate and is sweetened with thaumatin (a natural protein).



**Staying in Brazil**, Etof Nutrition has launched this 50% Cocoa Chocolate with Collagen bar. Containing Verisol hydrolysed collagen, the product features zero added sugar, lactose or gluten. Sweetness comes from maltitol and sucralose.

