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**MULTI-SPONSOR SURVEYS INTERNATIONAL**

2014 Study of

# SWEETENER PREFERENCES

Western Europe, Argentina, Brazil, Mexico, China, Japan

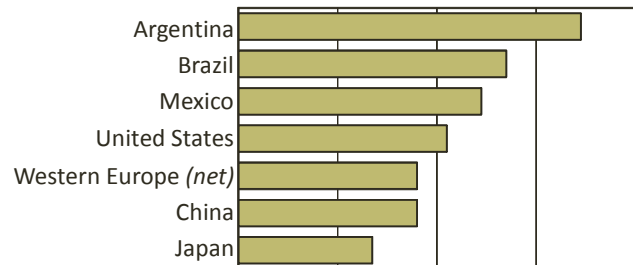
The **2014 International Study of Sweetener Preferences** is the second in a series of studies designed to examine the global landscape for no/low-calorie sweeteners. Countries surveyed in 2014 include Western Europe, Mexico, Argentina, Brazil, China and Japan. Findings from a study conducted in the United States are included for many questions to provide another comparative perspective. In addition, the reports for Western Europe and Mexico also include trends from studies conducted previously. Findings reported include, among others . . .

- Attitudes toward full and low/no-calorie sweeteners
- Awareness of sweetener ingredients and brands
- Evaluation of selected sweeteners with regard to taste, healthfulness and perception as natural vs. artificial
- Consumption of no/low-calorie sweeteners – in packaged foods and beverages as table-top sweeteners when cooking and baking
- Brand usage habits and satisfaction with brand used most often
- Effort to limit consumption of sugar and sugar substitutes

REPORT EXCERPT:

Research on consumer sweetener preferences and usage habits conducted in the U.S. and 10 global markets suggests a relatively strong market for low and no-calorie products in Argentina and Brazil and an emerging market in China.

Regular Use of Low/No-Calorie Sweeteners



**COST** **\$32,700.** – Western Europe (*U.K., Germany, France, Italy & Spain*)  
**\$45,000.** – Latin/South America (*Argentina, Brazil & Mexico*)  
**\$25,900.** – Argentina/Brazil only      **\$23,000.** – Mexico only  
**\$24,500.** – Asia (*China & Japan*)      **\$13,000.** – *China or Japan separately*  
**\$86,000.** – all 10 countries  
*(all prices are subject to New Jersey or New York sales tax where applicable)*

**METHODOLOGY** **General Adult Population surveys as specified below –**  
Western Europe: n=300+ online interviews in each country, March through April 2014  
Mexico: n=500 face-to-face interviews in five major cities, March through May 2014  
Argentina and Brazil: n=600+ online interviews in each country, May and June 2014  
China: n=600+ online interviews in Tier 1 & 2 cities, June 2014  
Japan: n=600+ online interviews, June 2014

**ELECTRONIC DELIVERABLES** **Summary** (*narrative analysis of research data and implications*) in PowerPoint format  
**Top-Line and Tabular Analysis** in Excel format; Cross-country comparison Excel file

For additional information, including full TABLES OF CONTENTS, please contact:

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