KEY FINDINGS

• 2 OUT OF 3 ADULTS IN THE UK IS OVERWEIGHT OR OBESE AND SUGAR IS A KEY FACTOR ALONGSIDE LIFESTYLE AND LACK OF EXERCISE.

• LIMITING SUGAR BECOMES UK’S NUMBER 1 CONCERN

• CATEGORIES DEEMED ‘HEALTHIER’ SUCH AS CEREAL RECEIVE MORE NEGATIVE PRESS THAN THOSE OF CONFECTIONERY

• BRANDS FIGHT THE OBESITY CRISIS WITH CALORIE CAPS AND REFORMULATION

• RETAILER’S START MAKING STEPS TO REDUCE SUGAR CONSUMPTION WHILE COFFEE CHAINS STEP INTO THE MEDIA SPOTLIGHT

• MEXICO LAUNCH SUGAR TAX ON SOFT DRINKS AND SEE 12% DECREASE IN SALES

• UK SUGAR TAX ON SOFT DRINKS WILL BE INTRODUCED IN 2018
ITS NO SURPRISE SUGAR HAS BEEN THE TOPIC OF CONVERSATION IN 2015.

Tesco bans sweets from checkouts in all stores

Sugar tax plans attacked by campaigners and industry

Sugar levels in fruit juices and smoothies breach the sugar tax limits but remain exempt

The truth about sugar is even worse than we thought

Sugar overtakes fat as Brits' biggest food health concern

2 OUT OF 3 ADULTS ARE OVERWEIGHT OR OBESE

- 62% OF ADULTS IN THE UK ARE OVERWEIGHT OR OBESE (65% OF MEN AND 58% OF WOMEN).
- 2.5 MILLION ARE NOW LIVING WITH TYPE 2 DIABETES 90% OF WHICH ARE OVERWEIGHT OR OBESE.
- 1 IN 5 CHILDREN IN THE UK ARE EITHER OVERWEIGHT OR OBESE.
- CHILDREN AGED 4-10 EAT THE AVERAGE BODY WEIGHT OF A 5 YEAR OLD IN SUGAR EACH YEAR.

https://www.noo.org.uk/NOO_about_obesity/adult_obesity/UK_prevalence_and_trends

Adults defined as age 16+.
LIMITING SUGAR BECOMES UK’S NUMBER 1 CONCERN – OVER 50% OF PEOPLE ADMIT TO REDUCING THEIR SUGAR INTAKE.

“Which of the following aspects of healthy eating are the greatest concern for you when choosing which food and drink to buy?”

- Limiting sugar: 49% (Jan-15) to 53% (Jan-16)
- Eating 5 portions of fruit and vegetables a day: 47% (Jan-15) to 49% (Jan-16)
- Limiting processed foods: 40% (Jan-15) to 49% (Jan-16)
- Limiting salt: 41% (Jan-15) to 39% (Jan-16)
- Limiting calories: 34% (Jan-15) to 34% (Jan-16)
- Healthy snacking: 28% (Jan-15) to 29% (Jan-16)
- Avoiding artificial additives/sweeteners: 28% (Jan-15) to 28% (Jan-16)
- Avoiding preservatives: 20% (Jan-15) to 19% (Jan-16)
- Choosing products with added benefits: 16% (Jan-15) to 15% (Jan-16)
- Limiting alcohol: 13% (Jan-15) to 13% (Jan-16)
- None of these: 13% (Jan-15) to 13% (Jan-16)
- Limiting caffeine: 13% (Jan-15) to 13% (Jan-16)
- Buying organic: 7% (Jan-15) to 7% (Jan-16)

Source: Nielsen Homescan Survey, January 2016

42% (+7% vs YA) of 25-34 year olds specifically look for sugar content when choosing products for the household.

63% (+3% vs YA) actively look for healthy options when grocery shopping.

1 in 5 households have a family member on a diet.
OCADO, M&S AND WAITROSE HAVE THE GREATEST PROPORTION OF SUGAR CONSCIOUS SHOPPERS

- OCADO (61%)
- MARKS & SPENCER (58%)
- WAITROSE (57%)
- Sainsbury’s (55%)
- ALDI (55%)
- LIDL (55%)
- ASDA (52%)
- ICELAND (52%)
- THE CO-OPERATIVE (53%)
- MORRISONS (53%)
- TESCO (53%)

53% GB ‘LIMIT SUGAR CONSUMPTION’

Source: State Of The Nation – Healthy Questions and Demographics 2016 (‘Which of the following aspects of healthy eating are the greatest concern for you when choosing which food and drink to buy?’)
SUGAR CONTENT IS BECOMING MORE OF A CONCERN FOR YOUNGER SHOPPERS

What do you specifically look for on food and drink packaging when choosing what products to buy for your household? (Please scan all those that apply)

EVEN HEALTHIER CATEGORIES SUCH AS CEREAL ARE RECEIVING NEGATIVE PRESS

CONFECTIONERY AND SOFT DRINKS ARE NOT AS NEGATIVELY MENTIONED IN THE MEDIA AS SUGAR IS EXPECTED TO BE HIGH.

CEREAL
5.7% OF MEDIA CONTENT REGARDING CEREAL ALSO MENTIONED SUGAR - 67% OF WHICH WAS NEGATIVE.

CONFECTIONERY
16.5% OF MEDIA CONTENT REFERENCING CONFECTIONARY ALSO MENTIONED SUGAR AND 33% WAS NEGATIVE.

SOFT DRINKS
22% OF MEDIA CONTENT THAT REFERENCED SOFT DRINKS ALSO MENTIONED SUGAR CONTENT - 25% WAS NEGATIVE.

Source: FDF Health and Wellbeing report seminar
BRANDS ATTEMPT TO FIGHT THE OBESITY CRISIS BY LOWERING SINGLE SERVING SUGAR CONTENT AND REFORMULATING PRODUCTS

Both Cadbury’s and Mars have agreed to a global commitment capping single serve chocolate to 250 calories.

Since 2005 Pepsi only advertise low/no sugar varieties.

100% of single serve ice cream to contain maximum of 250 calories.

60% of new products to be low sugar or nutritionally enhanced by 2020.

Coca Cola reduce average calories per litre by 5.3% and increase marketing on no-calorie/no sugar by 52%.

Source: FDF Health and Wellbeing report 2015
SUPERMARKETS ARE TAKING STEPS TO REDUCE THE AMOUNT OF SUGAR IN DAY TO DAY ITEMS

COFFEE CHAINS ARE STARTING TO STEP INTO THE MEDIA SPOTLIGHT REGARDING SUGAR CONTENT

TESCO WERE THE FIRST OF MANY TO REMOVE CONFECTIONERY FROM THEIR TILLS IN 2014. THEY SURVEYED CUSTOMERS TO FIND THAT 65% WOULD SUPPORT THE CHANGE TO HELP THEM MAKE HEALTHIER CHOICES WHEN SHOPPING.

MEDIA IS STARTING TO UNCOVER THE HIDDEN SUGAR BEHIND SOME OF THE COFFEE CHAIN FAVOURITES – AT THE TOP OF THE SCALE ONE SINGLE SERVE DRINK CONTAINS 99G OF SUGAR (OVER 3 TIMES THE DAILY RECOMMENDATION!)

WAITROSE ARE TO CUT ALMOST 2 TONNES OF SUGAR OUT OF OWN BRAND CEREALS.

GOVERNMENT ADVISE US TO DRINK LESS THAN A CAN OF COKE PER DAY.

NEW ADVICE FROM THE GOVERNMENT STATES THAT WE SHOULDN’T BE CONSUMING MORE THAN 30G OF ADDED SUGAR PER DAY – LESS THAN 1 CAN OF COKE

CHILDREN AGED 4-6 SHOULD HAVE NO MORE THAN 19G OF ADDED SUGAR PER DAY WHICH IS LESS THAN A SMALL CARTON OF APPLE JUICE (25G)

THE GOVERNMENT RECENTLY LAUNCHED ‘SUGAR SMART’ APP SO THAT CONSUMERS CAN BE MORE CONSCIOUS OF THEIR SUGAR INTAKE.

Source: https://www.gov.uk
TEENAGE MALES HAVE THE HIGHEST INTAKE OF SUGAR

SOFT DRINKS, BISCUITS, TABLE SUGAR AND ALCOHOL ARE THE KEY CATEGORIES FOR 19-64’S HIGH SUGAR CONSUMPTION.
LEARNINGS FROM MEXICO
MEXICO INTRODUCED A 10% SUGAR TAX ON HIGH SUGAR SOFT DRINKS RESULTING IN A 12% DECREASE IN SALES OVER THE CATEGORY

IN 2014 MEXICO INTRODUCED A 10% SUGAR TAX ON SUGAR SWEETENED DRINKS IN A FIGHT AGAINST OBESITY.

IN THE FIRST 12 MONTHS RESEARCHERS IN THE US AND MEXICO SAW SALES OF SUGARY DRINK DECREASE BY 12% - EQUATES TO 4.2 LITRES PER PERSON.

RESEARCHERS SAW A 4% INCREASE IN NON-SUGAR BASED DRINKS – PRELIMINARY BOTTLED WATER.

ANALYSTS SAW THAT THE SUGAR TAX AFFECTED THE POORER DEMOGRAPHIC TO A GREATER EXTENT WITH AN OVERALL DECREASE OF 17%.

FROM 2018 THE GOVERNMENT WILL BE TAXING HIGH SUGAR DRINKS

55% of the population support the idea of 7p tax on soft drinks and could extend all the way to 39p before people agreed it was too much.

22% of UK adults believe there should be sugar tax on soft drinks – only 9% feel there should be tax on fast food.

From 2018 there will be a tax on high sugar soft drinks according to their volume.

The drinks will be put into two bands – the first will be total sugars over 5g per 100ml (Dr.Pepper, Sprite and Fanta) and second being 8g per 100ml (Coca-Cola, Lucozade and Irn Bru) – The first will see around an 18p tax per litre and the latter a 24p increase.

Source: http://www.bbc.co.uk/news/health-35824071/
WHAT COULD THE UK SEE IN THE FUTURE?

PUBLIC HEALTH ENGLAND HAVE STATED THE TAXATION MAY NOT BE THE ONLY SOLUTION TO REDUCING SUGAR CONSUMPTION

• A NATIONAL PROGRAMME TO REDUCE SUGAR CONTENT IN EVERYDAY FOOD AND DRINKS

• REDUCING PRICE PROMOTIONS OF SUGARY FOOD AND DRINK

• BANNING HIGH-SUGAR FOODS FROM SUPERMARKET TILL AREAS AND THE END OF AISLES

• CLAMPING DOWN ON ADVERTISING SUGARY PRODUCTS ON TV AND ONLINE

• NEW RULES TO REDUCE PORTION SIZES

• TARGET YOUNGER DEMOGRAPHIC FOR EDUCATION ON HEALTH CONCERNS OVER SUGAR

Source: http://www.telegraph.co.uk/news/2016/04/03/which-supermarket-own-brand-fizzy-drinks-will-be-hit-hardest-by/
KEY FACTS

DRINKS, (ALCOHOL, SOFT DRINKS AND FRUIT JUICE) CONTRIBUTE TO AROUND A THIRD OF A 19-64’S SUGAR.

THE AVERAGE MEXICAN IS ESTIMATED TO CONSUME AROUND 163 LITRES OF HIGH SUGAR SOFT DRINK EVERY YEAR (40% MORE THAN AN AVERAGE AMERICAN)

A CAN OF COCA-COLA WILL GO FROM AN AVERAGE OF 68P TO AROUND 75P.

50% PEOPLE ADMIT TO REDUCING THEIR SUGAR INTAKE

1 IN 5 HOUSE HOLDS HAVE A FAMILY MEMBER ON A DIET.

OVER 60% OF THE UK’S POPULATION ARE OVERWEIGHT OR OBESE

50% PEOPLE ADMIT TO REDUCING THEIR SUGAR INTAKE
SHOPPERS ARE MORE CONSCIOUS OF SUGAR CONTENT THAN LAST YEAR

What do you specifically look for on food and drink packaging when choosing what products to buy for your household? (Please scan all those that apply)

- Sugar content: 44% (Jan-16) vs. 42% (Jan-15)
- Fat content: 45% (Jan-16) vs. 33% (Jan-15)
- Salt content: 31% (Jan-16) vs. 32% (Jan-15)
- Calorie content: 25% (Jan-16) vs. 25% (Jan-15)
- None of these: 23% (Jan-16) vs. 25% (Jan-15)
- No artificial additives/sweeteners: 17% (Jan-16) vs. 16% (Jan-15)
- No preservatives: 14% (Jan-16) vs. 14% (Jan-15)
- E-Numbers: 11% (Jan-16) vs. 11% (Jan-15)
- Fibre/Wholegrain content: 7% (Jan-16) vs. 7% (Jan-15)
- Vegetarian/Vegan: 6% (Jan-16) vs. 5% (Jan-15)
- Added protein: 5% (Jan-16) vs. 4% (Jan-15)
- Gluten free: 4% (Jan-16) vs. 4% (Jan-15)
- Probiotic/Prebiotic: 5% (Jan-16) vs. 4% (Jan-15)
- Dairy free: 4% (Jan-16) vs. 4% (Jan-15)
- Added Vitamins: 3% (Jan-16) vs. 3% (Jan-15)
- Wheat free: 3% (Jan-16) vs. 3% (Jan-15)
- Nut free: 3% (Jan-16) vs. 3% (Jan-15)
- Egg free: 2% (Jan-16) vs. 2% (Jan-15)

Source: Nielsen Homescan Survey (GB) January 2016