Vilifying Sugar Has Impacted Manufacturers, Now How Do We Impact the Consumer?

London – November 22, 2018 – As Soft Drinks manufacturers continue to react to the sugar tax, the initial trend is certainly showing a pivotal shift in the sugar content of soft drink however, the question remains, will this actually change consumer behaviour. Foodmaestro and Nielsen Brandbank have analysed over 2200 soft drinks to better understand how the soft drink industry has reacted to the sugar levy that was announced in 2016 and implemented in 2018.

Manufacturers have changed their product offerings to include more low sugar options. 70% of soft drink products that have come onto the market in 2018 have less than 5 grams of sugar per 100ml compared to 56% in 2014. For products that are not new to the market, but rather reformulated after the sugar tax announcement, 43% decreased their sugar content by an average of 4.7 grams/100ml, which equates to about 4 teaspoons per 330ml can. Government financial disincentives on a specific nutrient seems to have had the desired effect as average sugar content of soft drinks has decreased from by 22% from 2014 to 2018. However, it is still early to see if the pattern will be consistent and what the consumer’s uptake of new low sugar drinks and consumer’s favourite products that have been reformulated will be. The link to the full report can be found here: http://www.foodmaestro.me/reports.html.

As the government explores additional food and drink categories or nutrients in which they can expand this strategy to drive a healthier population, there is still an inherent challenge with consumer engagement and missed opportunity to change behavior through experience. Helping consumers find the right foods will be the key to shifting behavior and influencing the choices consumers make. Foodmaestro have partnered with Nielsen Brandbank, to host the first
hackathon at Food Matters Live 2018 from November 20-22 inviting select companies to participate in 3 days of ideation and innovation to drive consumer experiences centered on health. With outputs ranging from voice assistants, driving healthier ecommerce options through to whole store experiences. The winning team and product idea will be announced at Food Matters Live this afternoon. [Link to more information about the Health-e-Hack and to see the participants: http://www.foodmaestro.me/healthehack.html ]

About Foodmaestro and Nielsen Brandbank

Foodmaestro is an award-winning digital platform that uses food product data to activate shoppers through a digitally enabled health and wellness lens. Powering leading retailers globally and working in partnership with various NHS Trusts and partners such as Coeliac UK, Foodmaestro is leading the shift to digitally enabled health and wellness experiences across the industry.

Nielsen Brandbank are one of the world’s most trusted providers of digital product content for e-commerce sites, mobile shopping apps and virtual merchandising applications. We work with manufacturers and retailers globally to create high quality content that fuels ecommerce success, whilst creating a rich online shopping experience.

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