



The facts about Sugar in
the GB shopping baskets
Cathy Capelin May 2014





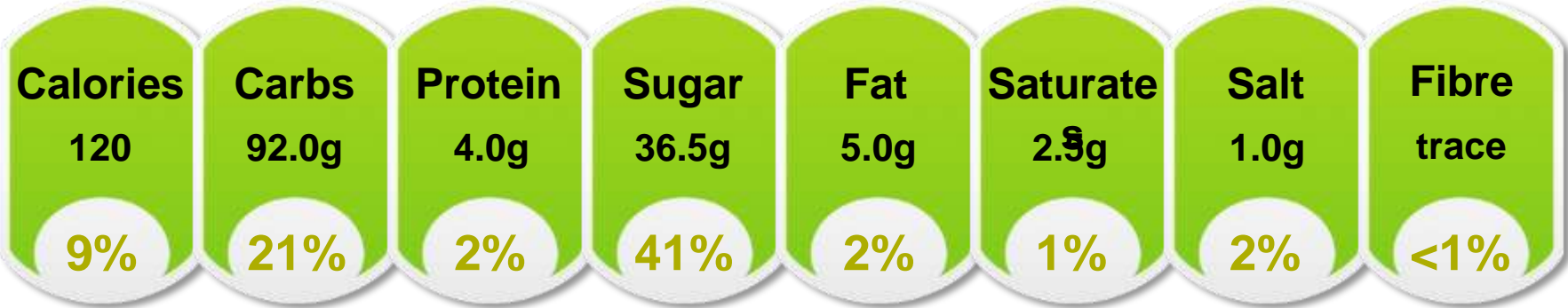
From what we buy



To what we consume

Kantar Worldpanel Nutrition Service

Data captured 6 monthly from product packaging per 100gms as sold



AND ADDED TO USUAL PURCHASING DATA TO PROVIDE

Nutritional content and contribution to Take Home baskets

By category, manufacturer, retailer and individual product

Variation by demographic group



CONSUMERS INTEREST IN HEALTH INCREASES...



Driving shoppers' consumption decisions 1995 vs 2013

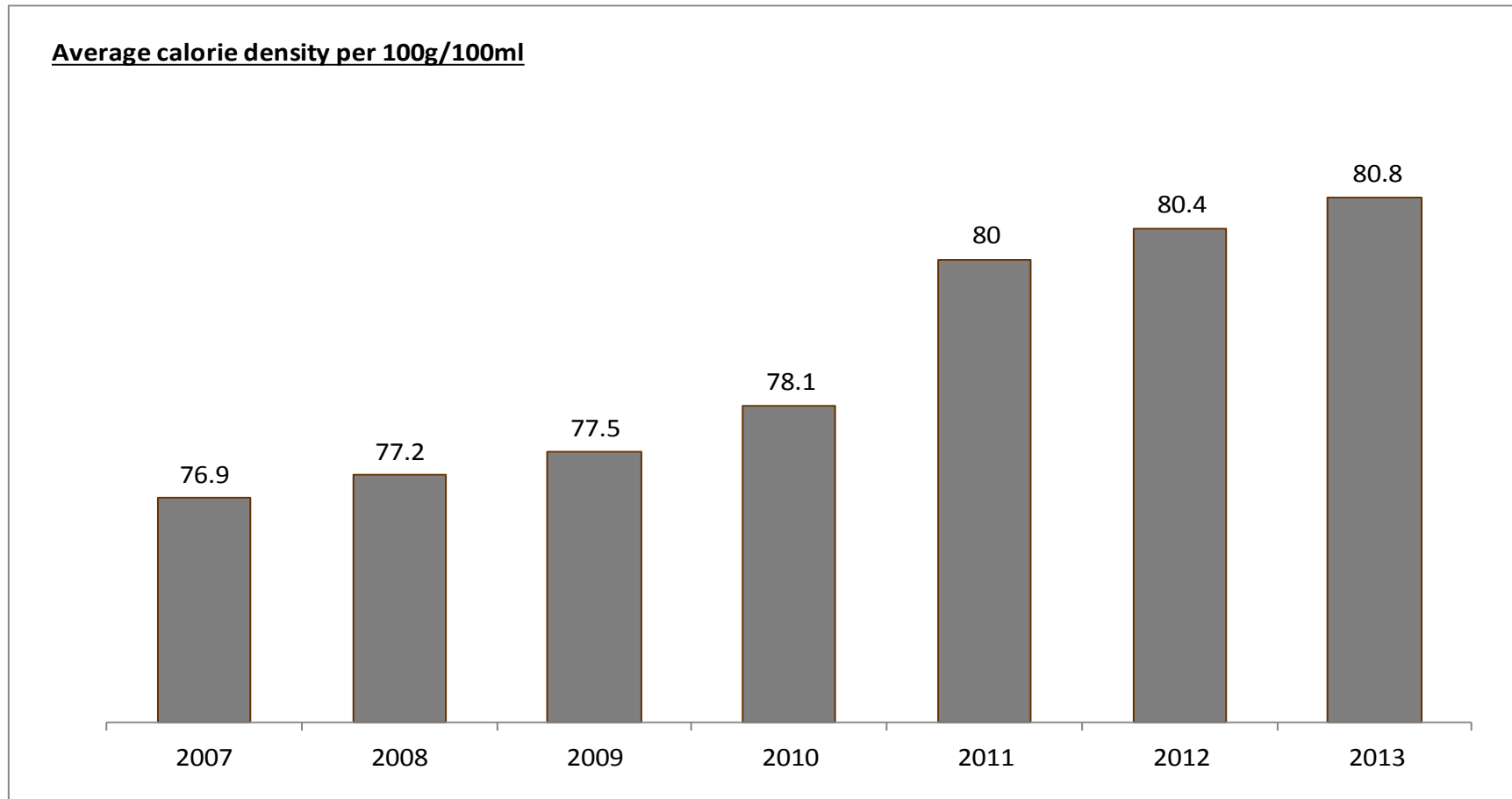


● Health ● Enjoyment ● Practicality

← 15 year trend →

AVERAGE CALORIE DENSITY IN TAKE HOME FOOD AND DRINK RISING

Total GB Take Home Take Food and Drink purchasing



OVER LAST 7 YEARS , 8% MORE TAKE HOME VOLUME PURCHASED BUT...



Sugar +11



Saturates +13

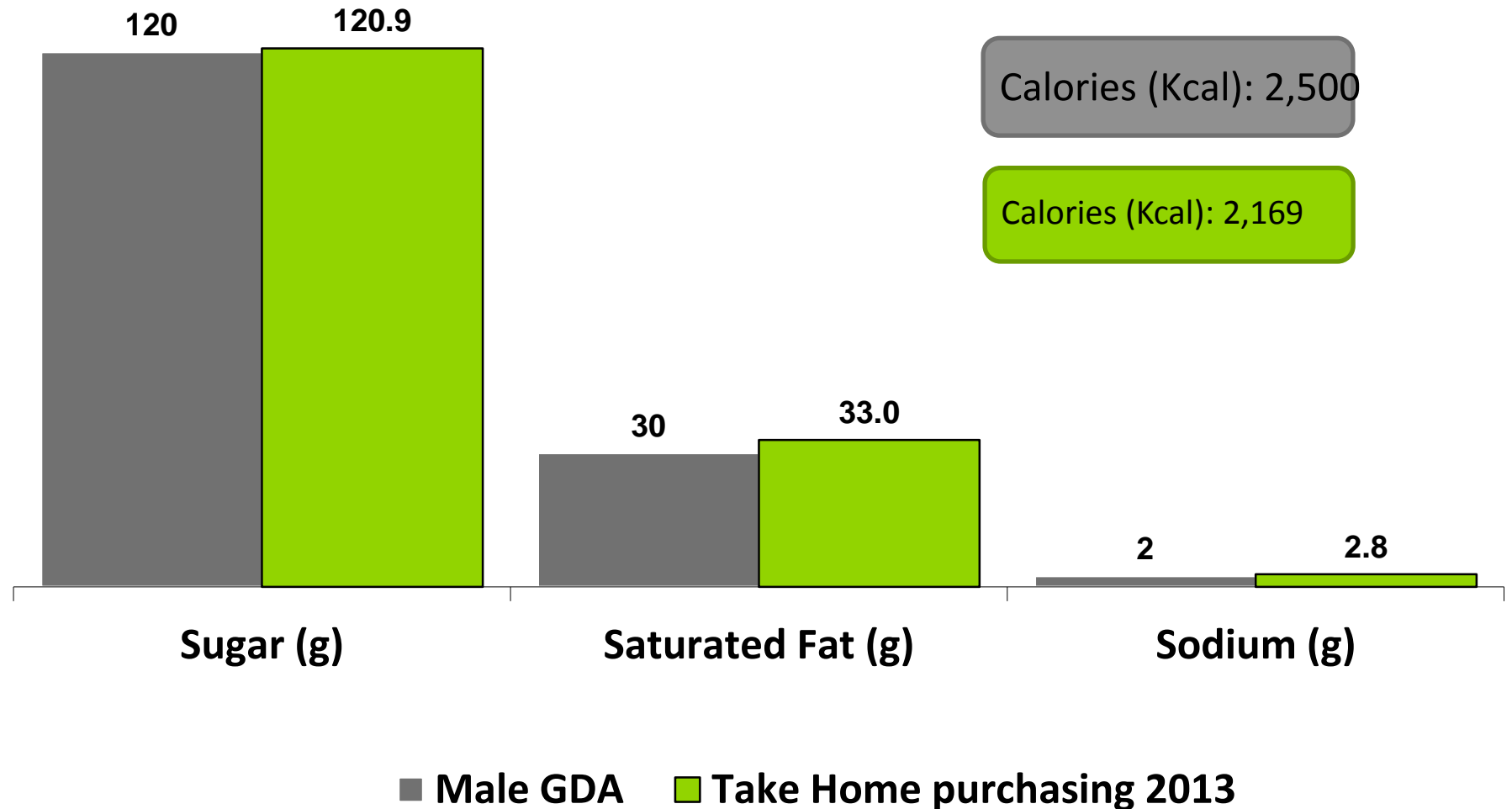
Same picture in the latest year

On average **121 gms** of
sugar is purchased in
take home shopping
baskets per person per
day



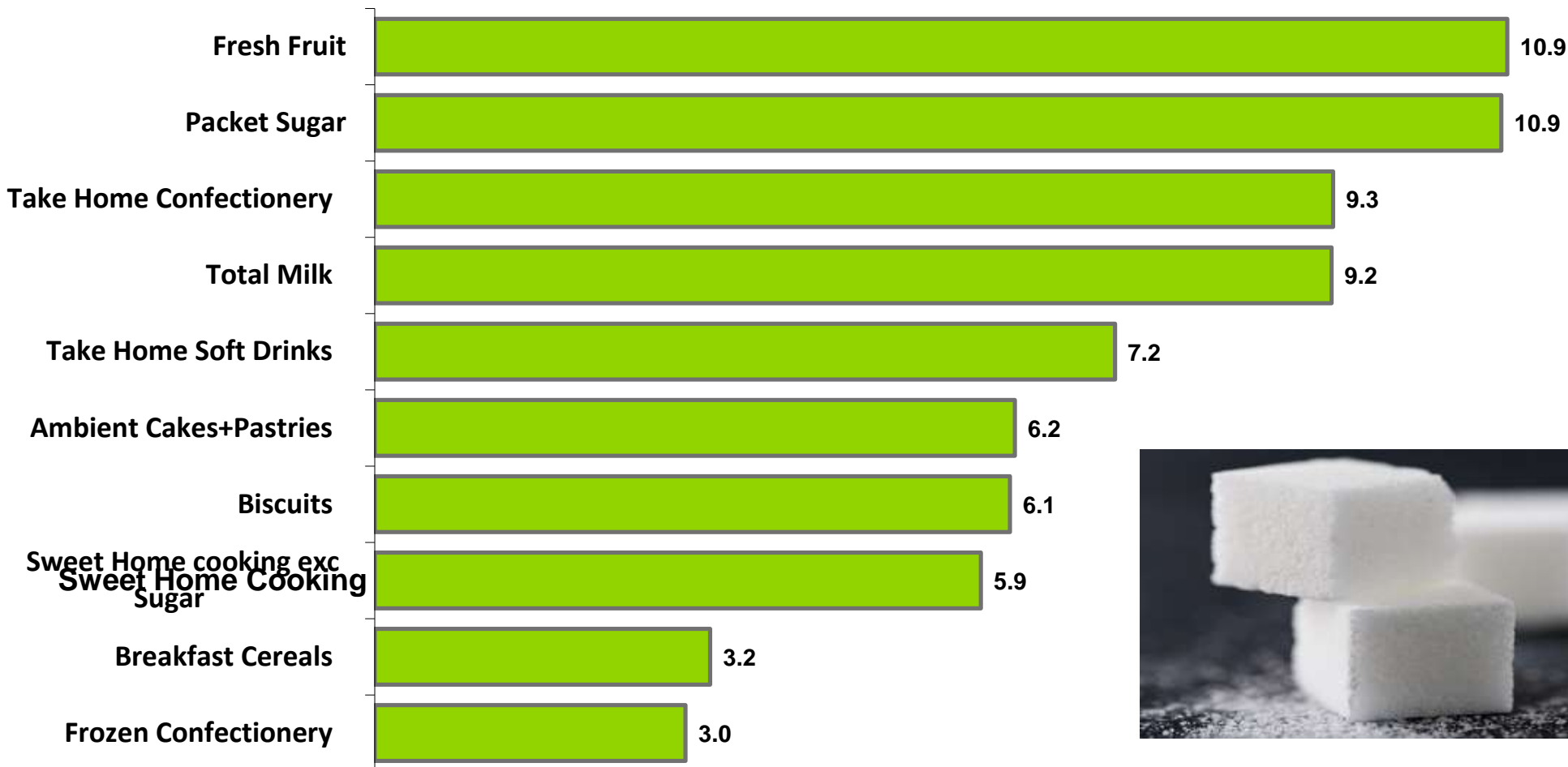
BIGGER ISSUE WITH SATURATES AND SODIUM

Estimated volume of nutrients purchased Per Person Per Day GB : Take Home Food and Drink Vs Male GDA's



KEY CONTRIBUTORS TO SUGAR IN SHOPPING BASKETS

Sugar : Food and drink category (KWP defined)% contribution to total Take Home Sugar 52 we March 2014



Almost 90% of GB households say they have concerns about the amount of sugar in their foods , with **26%** saying they are **'very concerned'**

Concerns about sugar rising more than other nutrients ...



And the **'very concerned'** group **do buy less sugar** in GB take home shopping baskets

And have **changed their behaviour** recently but impact varies by category



INTENT DOESN'T ALWAYS TRANSLATE INTO ACHIEVEMENT : 5 A DAY EXAMPLE



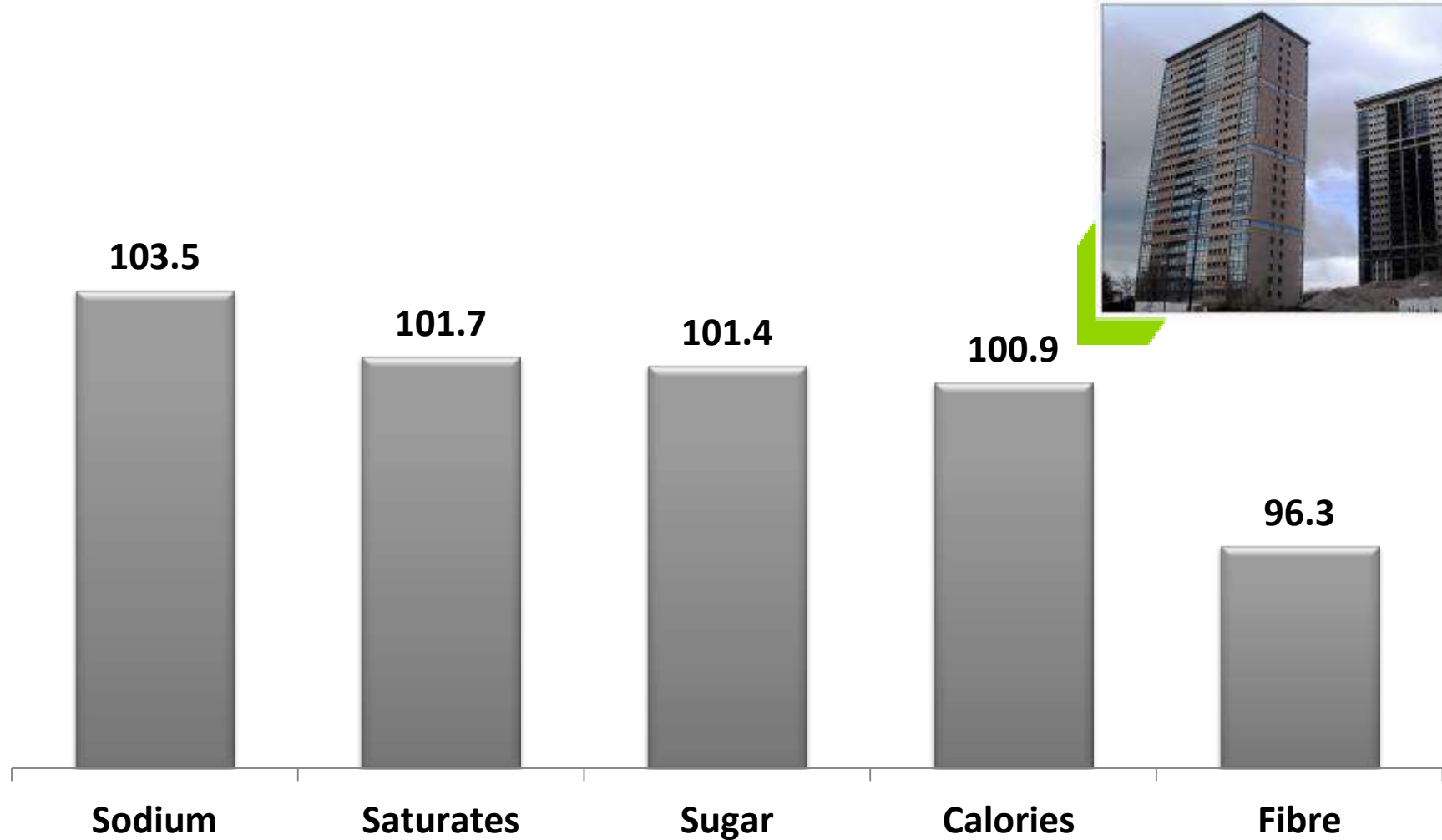
63% 'try to have'

31% 'claim to have'

11% 'actually have'

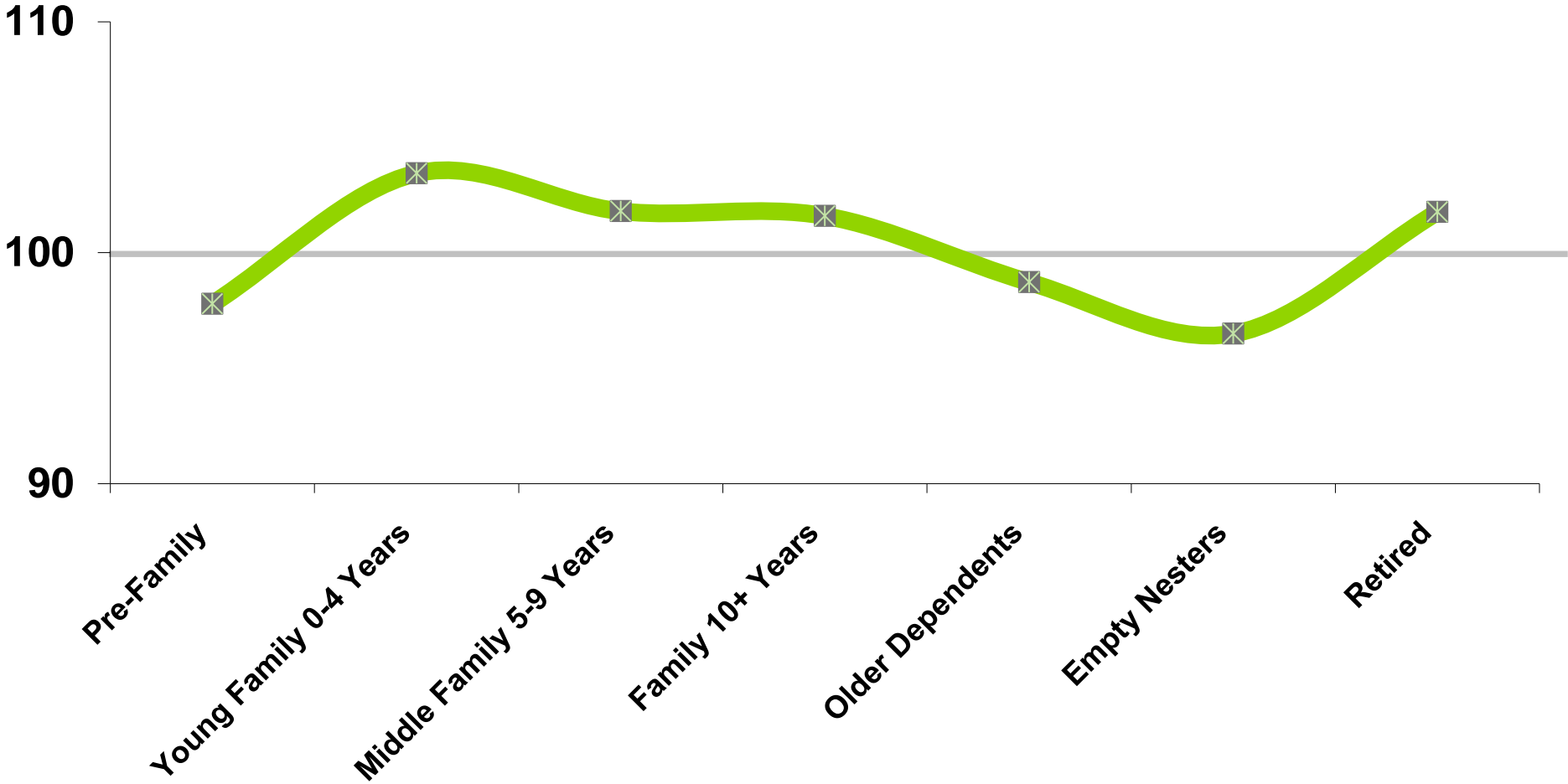
DEMOGRAPHICS ARE IMPORTANT

DE social class % nutrient purchased in take home Food & Drink Yr to Mar 14 indexed on volume %



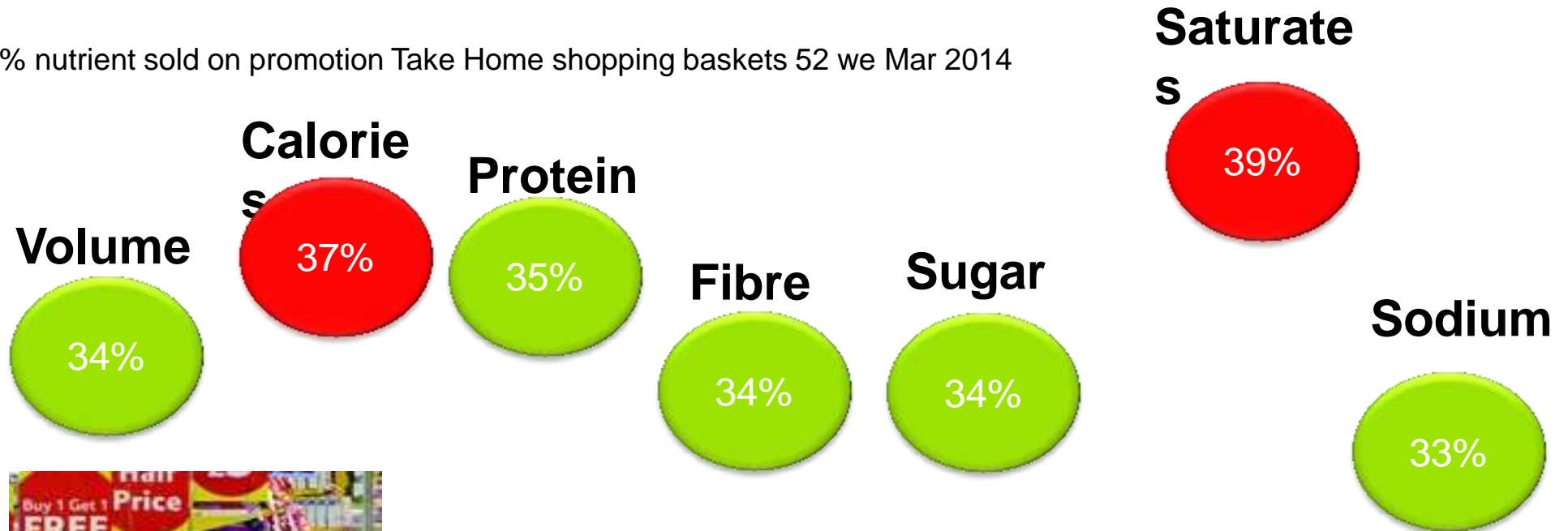
SUGAR HIGHEST IN FAMILIES AND RETIRED

% Sugar purchased by Life Stage indexed on volume % :Total Food and Drink 52 we March 2014



PROMOTIONS ARE A FACTOR: SATURATES UNDER SPOTLIGHT

% nutrient sold on promotion Take Home shopping baskets 52 we Mar 2014







Long term Sugar growth in GB take home shopping baskets

Purchase levels = male GDA

But Saturates also growing and higher % sold on promotion

Sugar bias towards lower social class and families

Thank you

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The Food & Drink Innovation Network

Sharing innovation best practice in the food & drink industry