

# Trends & Competition Snapshot: Sweet N' Low

## General Trends & Observations

- Brands that keep full-sugar SKUs risk looking out-of touch; a zero sugar option is the cost of entry
- Clean label cues decide which low-cost packet or drink wins repeat purchases
- "Is it safe?" is now a top-five decision driver. Having a clear safety proof or a plant story is guaranteed insurance against churn
- Education creates authority; whoever simplifies the science takes the shelf

**Brands that keep full-sugar SKUs risk looking out-of touch; a zero sugar option is the cost of entry**



- Sugar-slash is standard, 66% of shoppers now work to cut sugar
  - Why it's happening
    - Doctors warn that 1-in-3 U.S. adults are pre-diabetic and the added sugars line on nutrition facts keeps the risk literally in shoppers' faces
- Reality check
  - Zero-sugar SKUs jumped 35% in two years
    - If your brand still carries only a full-sugar version, you look dated
- Insight
  - Talking about "saving your daily sugar budget" rather than lecturing on calories lets consumers feel like they are in control and not in detention

# Clean label cues decide which low-cost packet or drink wins repeat purchases



- Plant names feel safer
  - In IFIC's 2024 survey, stevia scored 4.8/10 on "I'd use this" topping monk fruit 4.3, sucralose 4.0 and aspartame 3.9
    - If it sounds like a leaf, shoppers start out trusting it
- Value still rules
  - Once people believe "it's the same leaf," they trade down fast
- Pictures beat panels
  - Packs that flash a green leaf (Truvia, Stevia ITR) close the deal at the shelf
  - Shoppers don't flip to ingredients when the plant is staring at them
- Bottom line
  - Nail flavor on day one, but lock in repeat by parking a believable plant story

***"Is it safe?" is now a top-five decision driver. Having a clear safety proof or a plant story is guaranteed insurance against churn***



- Ingredient anxiety is climbing
  - IFIC's 2024 Food & Health Survey shows "no artificial ingredients/ colors" is a top-five purchase factor for 51% of shoppers ahead of calories or protein
- Headlines keep it front-page
  - In the past 18 months:
    - WHO flagged aspartame as "possibly carcinogenic", a Nature study linked a sucralose by-product to DNA damage. All of this being reshared millions of times on TikTok
- Flashing a plant story (leaf,fruit) or quick, plain-english safety proof is the cheapest way to winning those shoppers back sooner rather than later

## Education creates authority; whoever simplifies the science takes the shelf

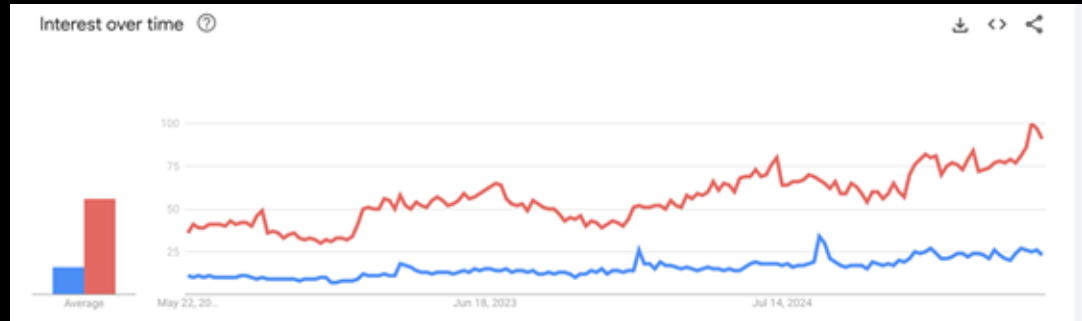


- Most shoppers start from zero
  - Just 13% of Americans have even heard of allulose, the buzzy “rare sugar”
- First brand to explain it sticks
  - In-store panels show new-to-category buyers who learn what a sweetener is from one brand are 2x more likely to rebuy that same brand next trip
- Plain english beats white papers
  - Packs that say “bakes like sugar, skips the carbs” convert better at the shelf than packs that lead with tech terms

# Fast Data (last two years)

- All data from: IFIC

Metric	2022	2024	Why It Matters
New "no/low-sugar launches	4.1k	5.6k	Zero-sugar products are now retailer must haves
Consumers calling stevia/monk fruit "safe"	32%	38%	The natural halo keeps expanding
Google interest in "allulose" (index)	1.0	3.0	The curiosity has tripled and there is plenty of room for education



Both Allulose (in blue) and Zero Sugar (in red) search terms have seen a surge over the past 2 years

# Competitor Map

Brand	1-line hook
Sweet'N Low	Wallet-friendly pink icon that needs a freshness boost
Splenda	"Made from sugar" versatility; currently fighting sucralose PR
Equal	Blue classic that leans on transparency after aspartame news
Truvia/Stevia ITR	Leaf imagery = instant trust
Monk-fruit blends	Keto-friendly fruit story; premium but rising fast

## Comms & Media Quick Hits

Lead with  
crave  
shots, then  
flash Og  
sugar

Hero the  
leaf (or the  
pink  
legacy)

Function-  
stack sells

OTT +  
TikTok  
dominate

## Final Take

*Keep flavor loud, science simple, and wrap  
the trusted pink packet in a fresh, plant-  
positive storyline*