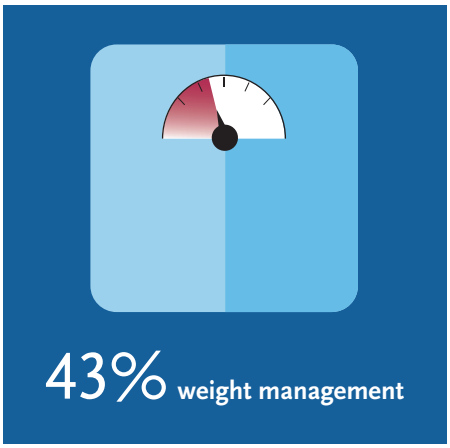
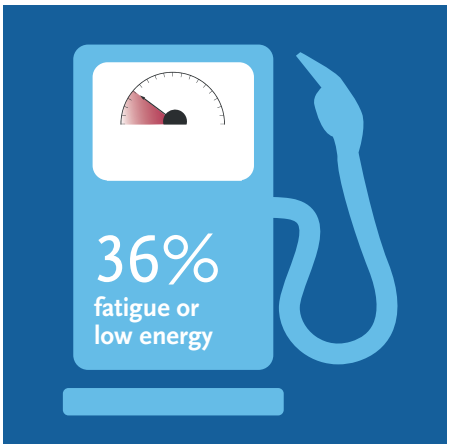
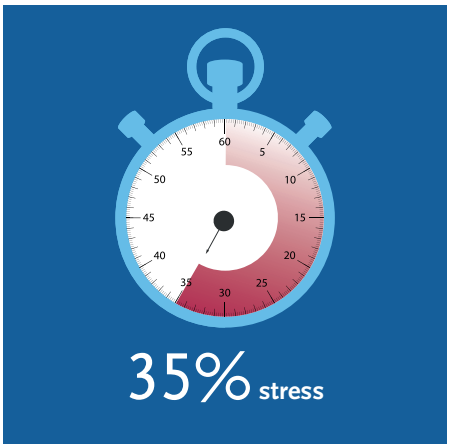
New research: European consumers see sugar as 'friend AND foe'

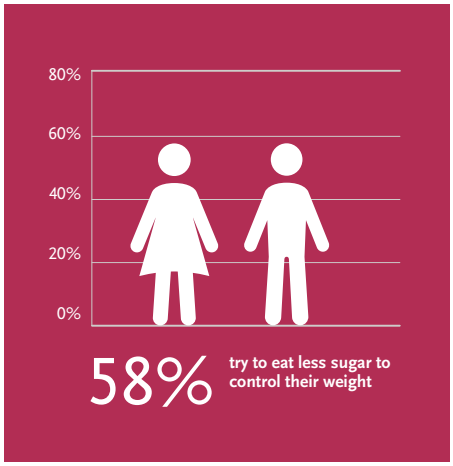
More than **5000 consumers** across **5 European countries** were surveyed by BENEO on their perception of sugar, carbohydrates and nutrition, with regard to blood glucose response.

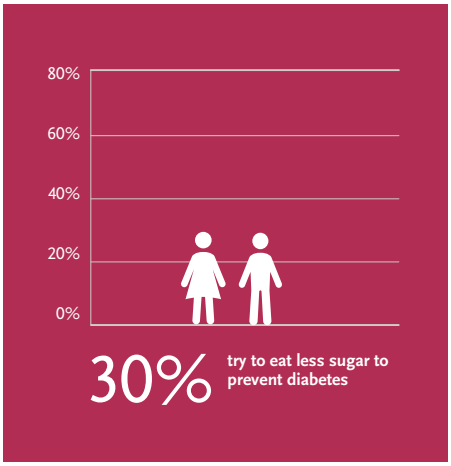
The three **major health concerns:**











Consumers' main motivation for **sugar reduction** is because of its **negative effects** on health.

Despite consumers seeing the benefits of less sugar intake, they also recognise that **carbohydrates** are the **major energy source** for body and brain.



46% consume carbohydrates to 'give energy'



51% regard slow-release carbohydrates as 'generally better'

% refers to consumers participating in European research commissioned by BENEO in 2015

beneo
connecting nutrition and health