



The Grocer

Soft Drinks

Research in Conjunction with The Grocer – conducted end March 2016 - published May 2016

We conducted an *online survey* with **2,028 adults** aged **16+** across **England, Scotland, and Wales**

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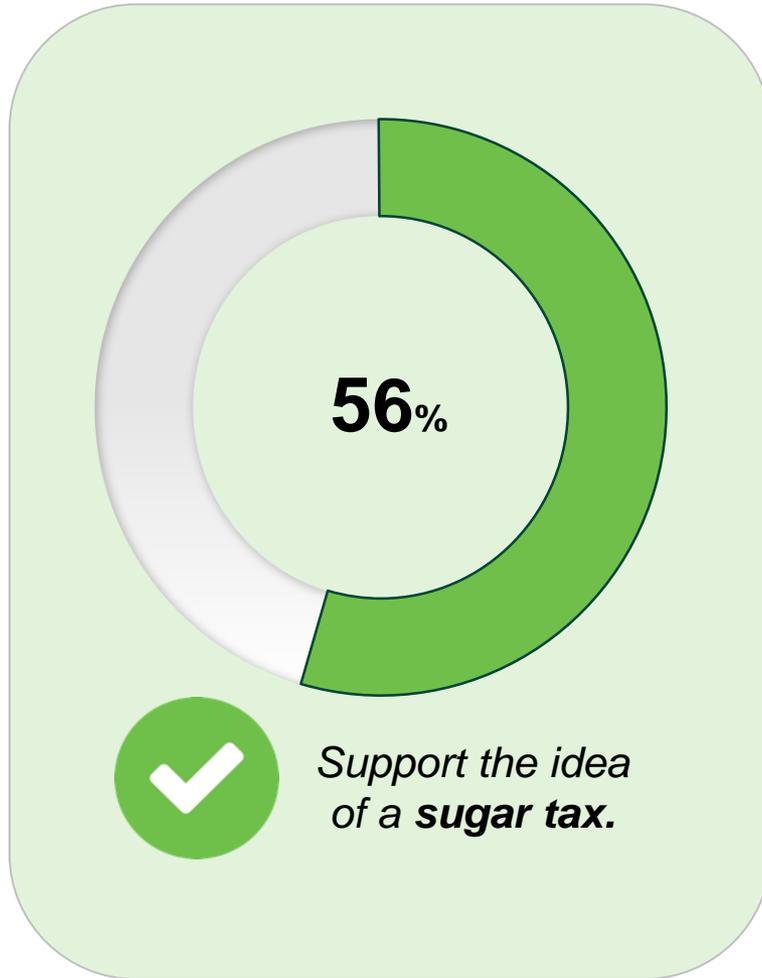
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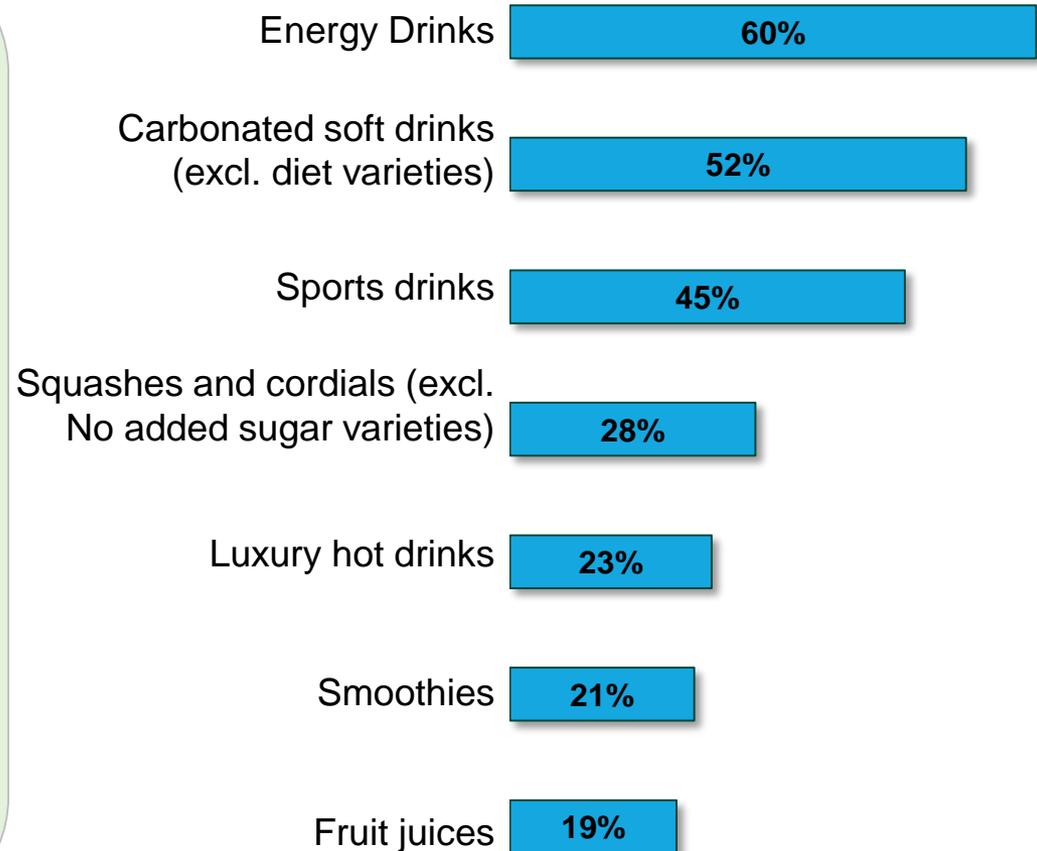


Just over half of consumers in the UK support the idea of a sugar tax.

- With 6 out of 10 consumers thinking Energy Drinks should be taxed, followed by carbonated soft drinks (excluding diet varieties).
- Those who are aged 55+ are significantly more likely than those aged 16-24 and 35-44 to think it's a good idea.

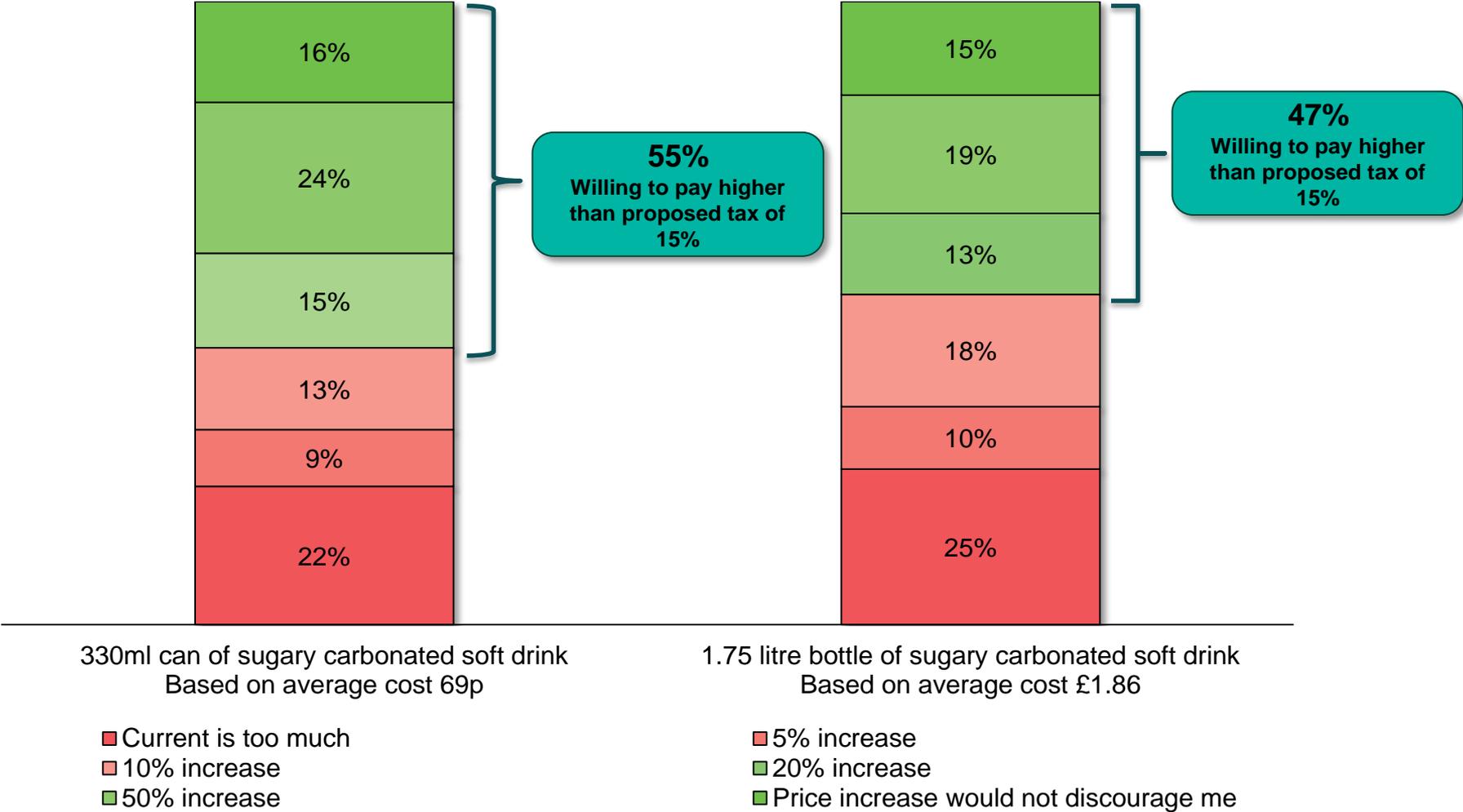


What type of drinks should be **taxed**?



Around half of consumers would not be discouraged from purchasing sugary drinks at a higher rate than the proposed 15% tax rate.

What price increase would **discourage** you from purchasing?



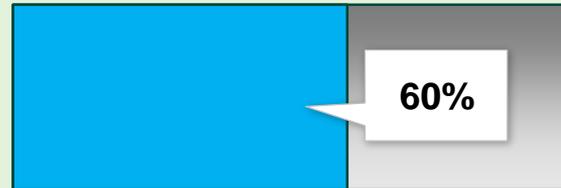
Around two thirds of consumers agree that the sale of caffeine energy drinks and high sugar drinks to children should be banned.

% that agree/ strongly agree that the sale of high sugar/caffeine drinks to children should be banned

Caffeine energy drinks

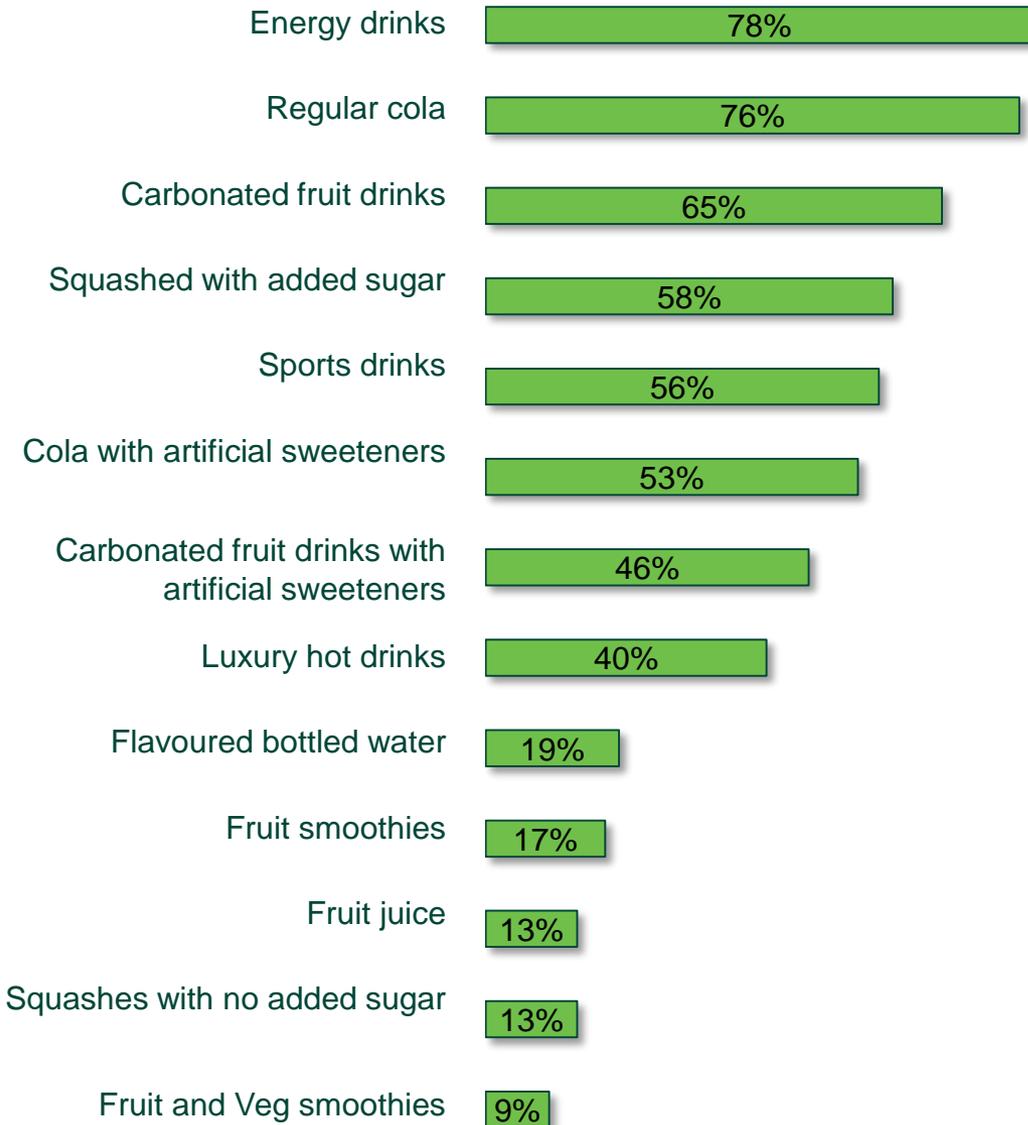


High **sugar** drinks



Women are significantly more likely than men to agree that both should be banned

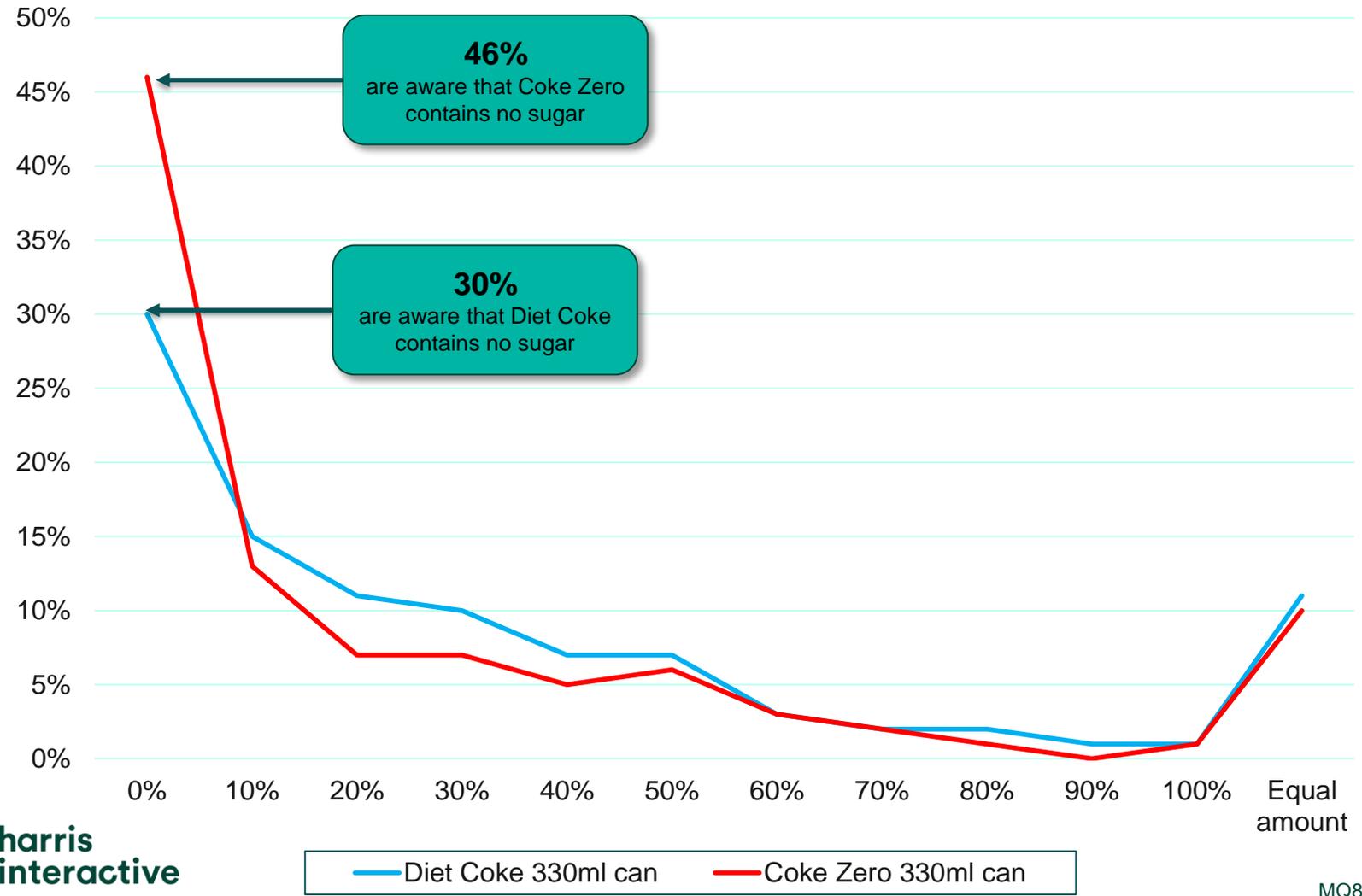
Drinks which consumers consider to be most unhealthy



- From the following list of drink types, energy drinks are seen as the most unhealthy, with just under 8 out of 10 classifying them as unhealthy.
- This is followed by regular Cola and Carbonated fruit drinks.
- At the bottom of the list are fruit and veg smoothies, squashes with no added sugar and fruit juice.
- Looking at the top 5 drinks on the list, women and those aged 55+ are significantly more likely to consider them as unhealthy.

There are low level of awareness of the actual sugar content of some drinks. Just under half of consumers are not aware that Coke Zero contains no sugar.

What percentage of sugar do you think there is in the drinks below, compared to a standard 330ml can of Coca-Cola?



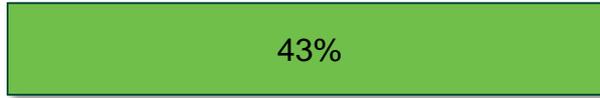
Levels of awareness regarding sugar content are even lower when looking at Diet Pepsi and Pepsi Max.

What percentage do you think there is in the drinks below, compared to a standard 330ml can of Pepsi?



General **attitudes** towards sugar consumption

I avoid added sugar, but naturally occurring sugars are fine



Women are significantly more likely than men to agree with this statement (49% vs 37%)

I don't really think about the sugar content of soft drinks



Younger people care less, with those between the ages of 16-34 significantly less likely to care than other age groups.

I avoid artificial sweeteners



A fifth of consumers avoid artificial sweeteners all together.

I avoid all (artificial or natural) sweeteners



Men are significantly more likely to agree with this statement than women (17% vs 13%)

I avoid all sugar at all costs



Those aged 55+ are more likely to agree with this statement than those aged 16-44

Key Take Outs...

- There are age and gender differences in opinions towards sugar in drinks and the sugar tax itself – it is vital Drinks Brands understand and can respond to these varying consumer perceptions so products can be targeted accordingly.
- For half of consumers in the UK, the sugar tax increase would not discourage them from purchasing a sugary drinks – Drinks Brands need to understand how this varies between heavy & lite drinkers over time, so they can establish the impact on their brands
- Luxury hot drinks and fruit juices are less of an area for consumer concern at this moment in time. Instead Energy Drinks and Colas are the perceived as the most unhealthy areas, with a large number of consumers stating selling them to children should be banned – this area represents a real opportunity for Drinks Brands to innovation and develop new health drinks to sit with the Cola and Energy category.



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