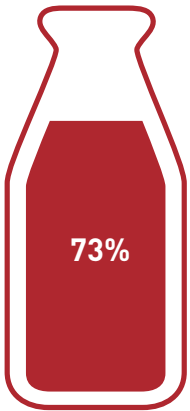


TRENDS IN ACTION

REDUCING SUGAR IN CONDIMENTS



No-sugar-added Ketchup

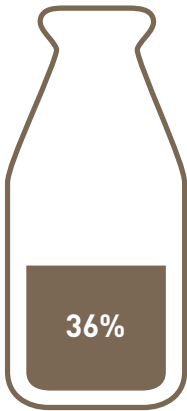
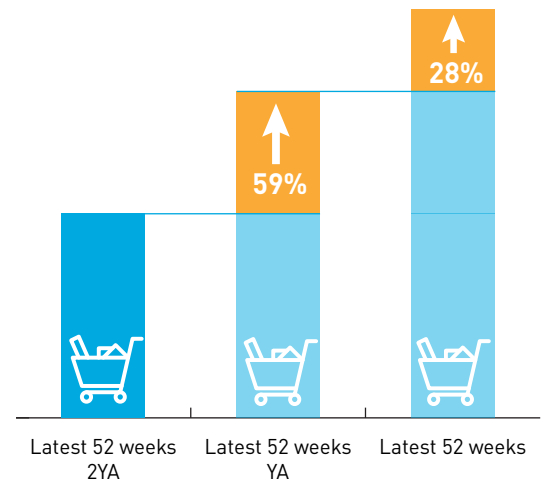


Table Sauces

Purchase intent of this product significantly outperforms in the number of people who would likely or definitely buy.¹

YOY Retail, USD Sales % Change²



SOURCE: 1) Mintel Purchase Intelligence

2) Nielsen xAOC + Conv., 52 weeks ended May. 22, 2021 vs. year ago (YA), vs. 2 years ago PHOTO: Mintel GNPD

“Strong year-over-year growth of this market example reflects high consumer interest in no sugar added condiments. The use of packaging claims helps communicate the brand’s focus on sugar reduction.”



John Kim

Category Strategy Manager
Soups, Sauces, and Dressings, North America

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