

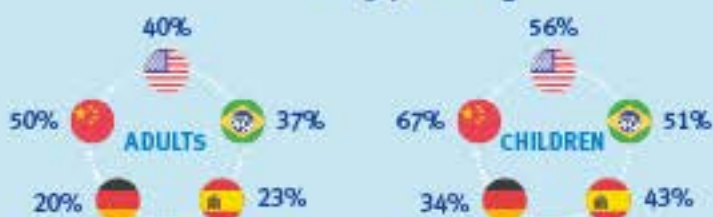


# Sugared dairy

People love it, but have growing concerns about added sugar



Adults and their children are eating **more sugared dairy** vs. 3 years ago



Consumers expecting to buy more sugared dairy over the next 3 years for themselves and their children



Today, consumers still prefer sugared dairy over reduced and no sugar options



## Major consumer concerns regarding added sugar in dairy



80%

Agree that dairy foods with low or reduced sugar are better for their health



70%

Pay more attention to the amount of sugar added to dairy than 3 years ago



62%

Are concerned about the sugar content of their dairy

Growing consumer concern paves the way for sugar-reduced dairy