

Consumer research reveals widespread demand for new naturally derived sugar alternatives

14 November 2024 | News

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Most American consumers are now aiming to reduce their sugar intake and continue to look for new, better-tasting, non-caloric alternatives. Recent consumer research commissioned by food and beverage ingredient innovator, MycoTechnology, Inc., examines attitudes toward sugar reduction and high-intensity sweeteners, uncovering key opportunities in the market.

MycoTechnology partnered with Brightfield Group to gather proprietary, AI-driven insights among a sample of US adult consumers, finding that sugar is the top item people want to reduce in their diets. However, 75 per cent also wish there were better-tasting non-caloric options, highlighting taste as a major pain point in the current market.

Of those who are actively reducing their sugar intake, 71 per cent report that they do so by eating fewer sweet foods, versus only 31 per cent that are using products with non-caloric sweeteners, indicating room for improvement across reduced sugar formulations. Additionally, 7 in 10 consumers who use non-caloric, naturally derived sweeteners report that they would be interested in new options. The survey also showed widespread interest in clean-label ingredients, combined with negative perceptions of artificial sweeteners.

“This research demonstrates clear demand in the market for new, appealing sweeteners derived from nature,” said Caroline Schwarzman, MycoTechnology’s Head of Business Development. “Sugar reduction is at the top of consumers’ minds, but many feel that achieving this goal requires sacrifice—on taste, price, or perceived health risks. This trade-off prevents the reduced sugar market from reaching its full potential.”

In response to this critical food system challenge, MycoTechnology is developing the first-ever sweet protein from honey truffles, offering an unparalleled solution for sugar reduction. Following the achievement of several technical and safety

milestones, the company continues to scale production and is collaborating with food and beverage innovators to bring Honey Truffle Sweetener to market.