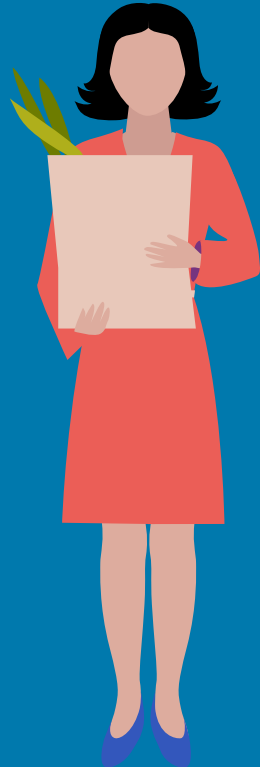


How to encourage consumer acceptance

Consumer acceptance depends on if there are changes to...



...taste

Negative changes to taste is the top reason why consumers would not buy alternatives



...value

Consumers worry about losing out and manufacturers making money



...health

Consumers worry about sugar and fat replacements being equally unhealthy or even dangerous (e.g. sweeteners)

If consumers believe that manufacturers or retailers are behind the changes, acceptance drops and concerns about profit-making increase

Raising awareness of changes and creating a positive buzz will be important



Wider public messaging



Changes to shop environment



Front of pack product labelling