Consumer Perspectives on the Updated Nutrition Facts Label

Growing Concern Over Added Sugars

- 76% of respondents are trying to limit or avoid added sugars in their diet.¹
- 60% of respondents have a negative opinion of added sugar.¹

Identifying Products With Added Sugars

- 66% of respondents who saw a version of the Nutrition Facts label with the Daily Value were able to correctly identify the percent of their daily added sugar limit the product contained, versus only 6% of consumers who saw a version without the Daily Value.²
- 84% of respondents found the inclusion of the Daily Value to be helpful in determining the amount of the daily limit foods contained.³

Making Informed Choices

- 91% of those who regularly use nutrition information to decide where to eat out say they are trying to avoid or limit sugars.¹
- 83% said the added sugar line would help them choose more healthful foods.³
- 50% use the Nutrition Facts label all or most of the time when deciding to purchase a food or beverage.¹
- 35% use the Nutrition Facts label to choose foods and beverages with less sugar.¹