

STEVIA

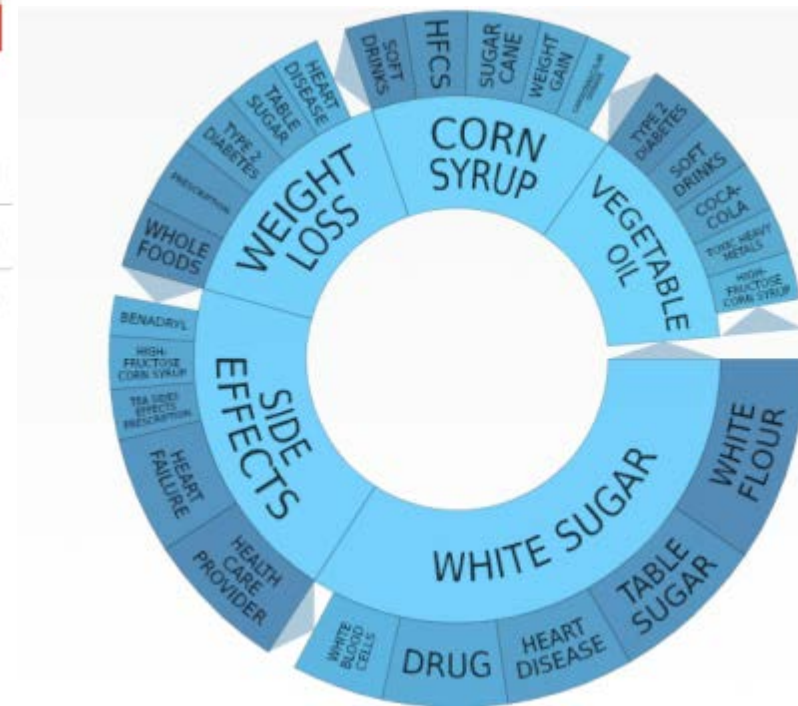
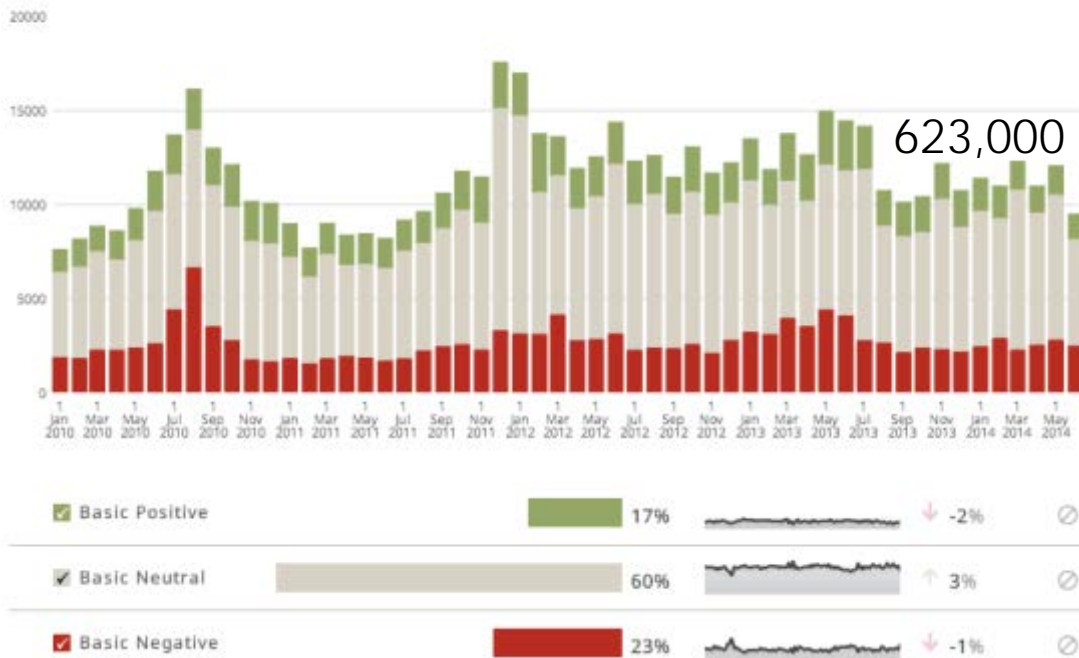
HOW SWEET IS IT REALLY?



crimson hexagon

KNOW MORE. KNOW WHY. KNOW HOW.

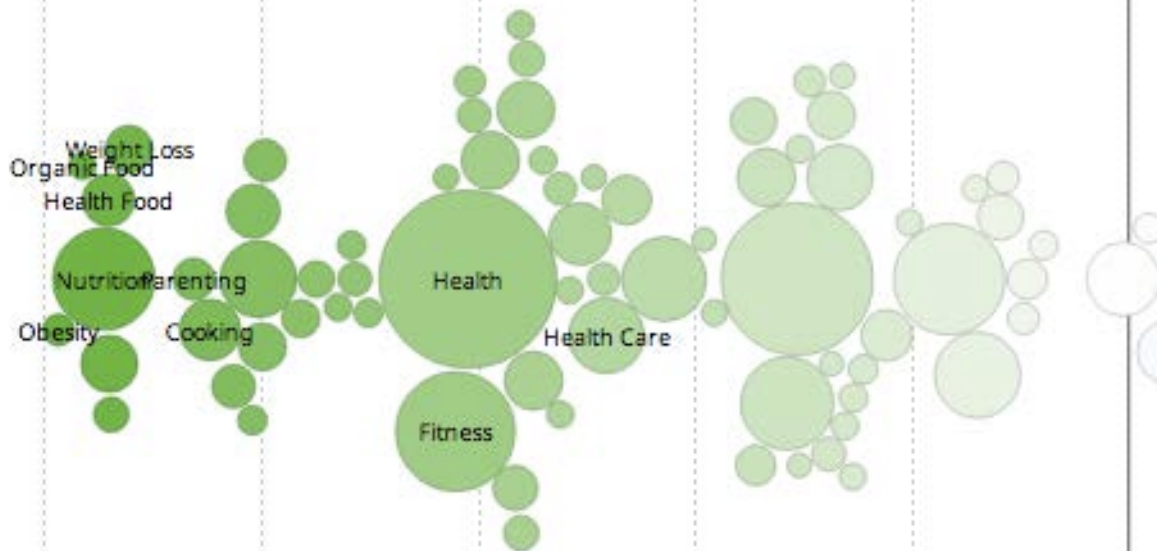
Real Sugar: Sucrose



Real Sugar: Sucrose



Similar affinities are prevalent in all 4 'sugars': health, nutrition, fitness, cooking, health food, organic food, health care, weight loss, being a mom, and parenting



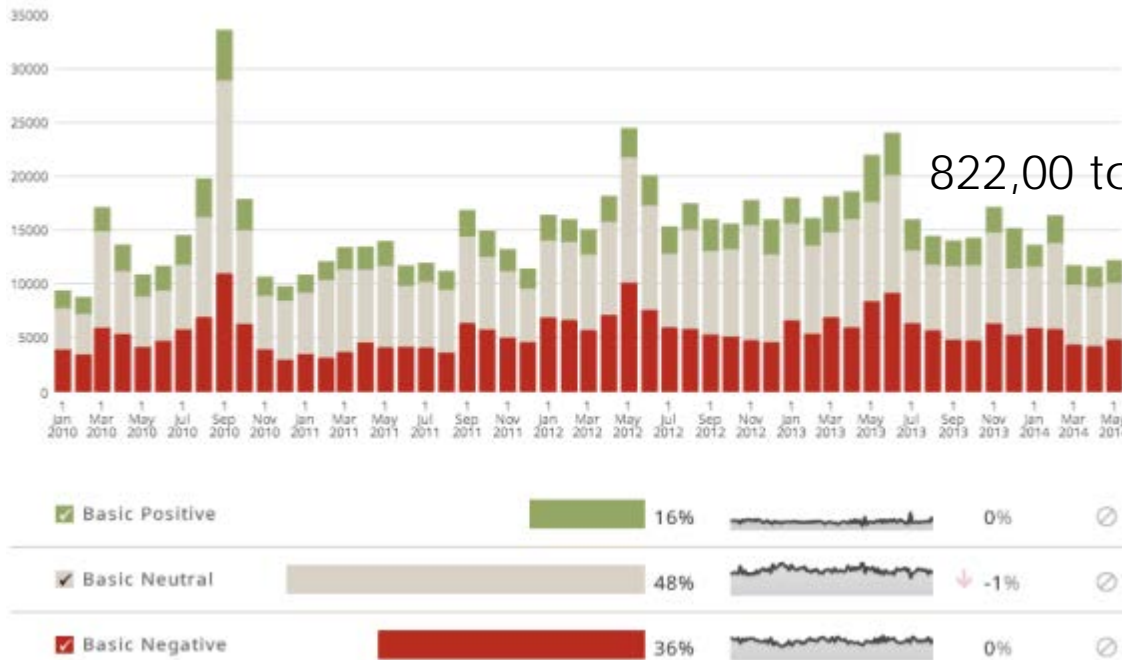
55%
Male



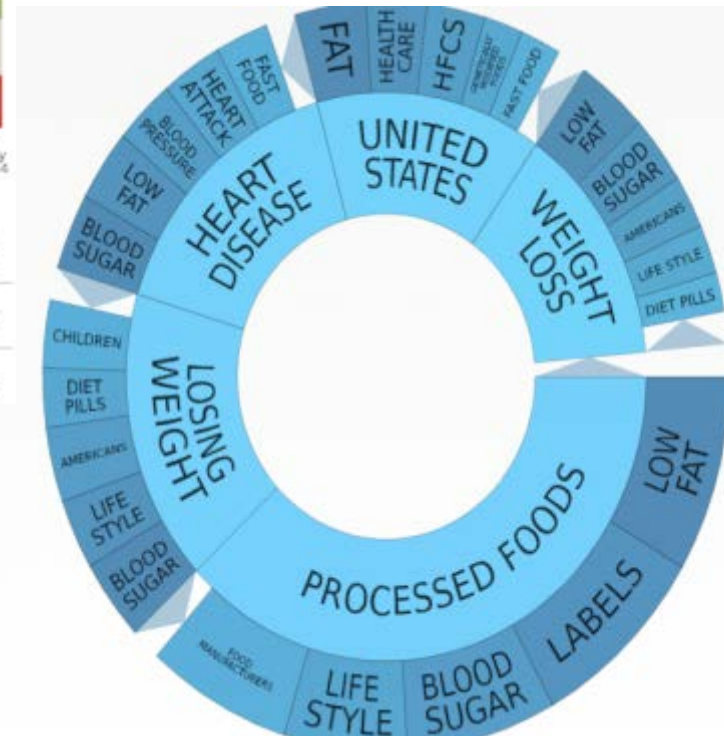
45%
Female



High Fructose Corn Syrup



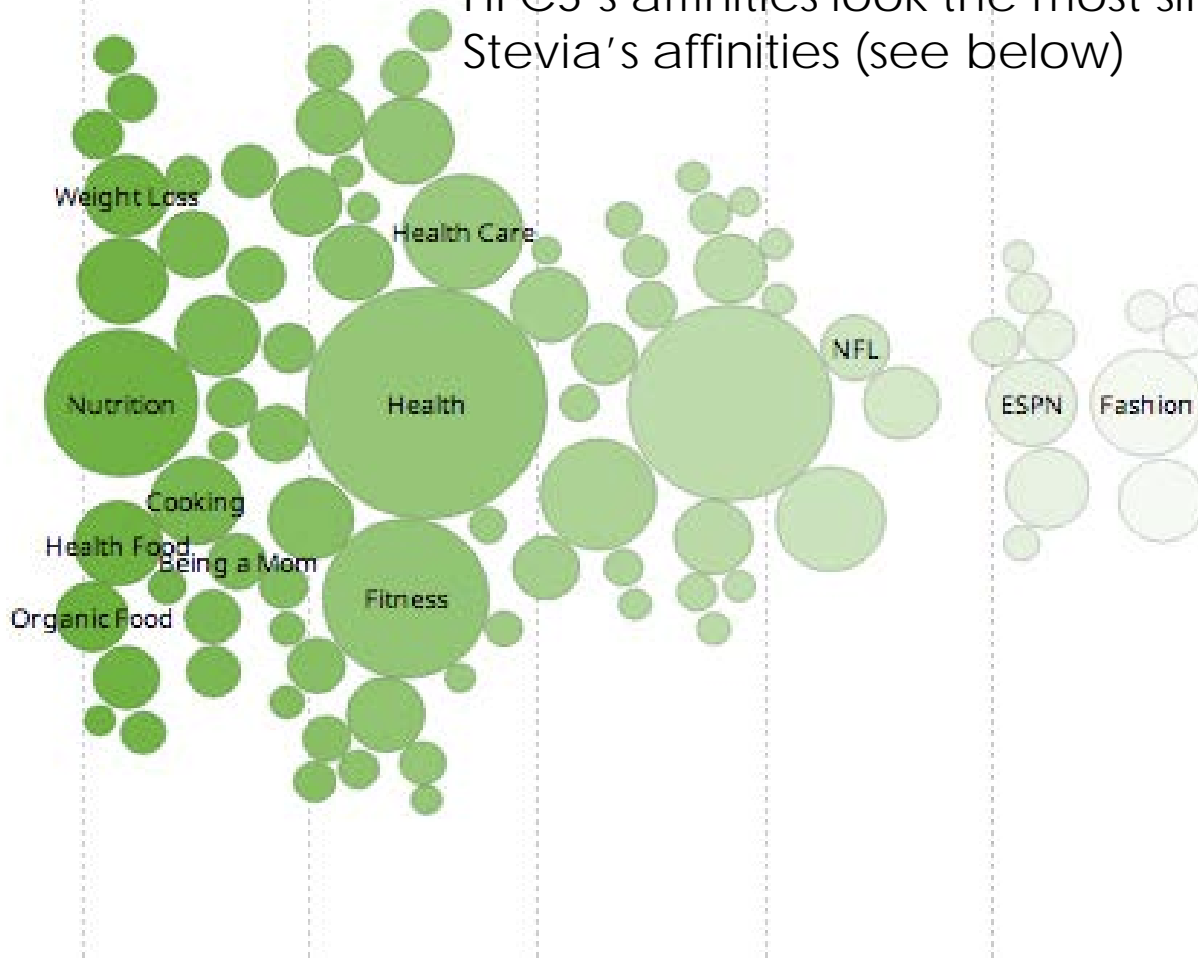
Worst Sentiment Ratio (-20%)



High Fructose Corn Syrup



HFCS's affinities look the most similar to Stevia's affinities (see below)



55%
Male



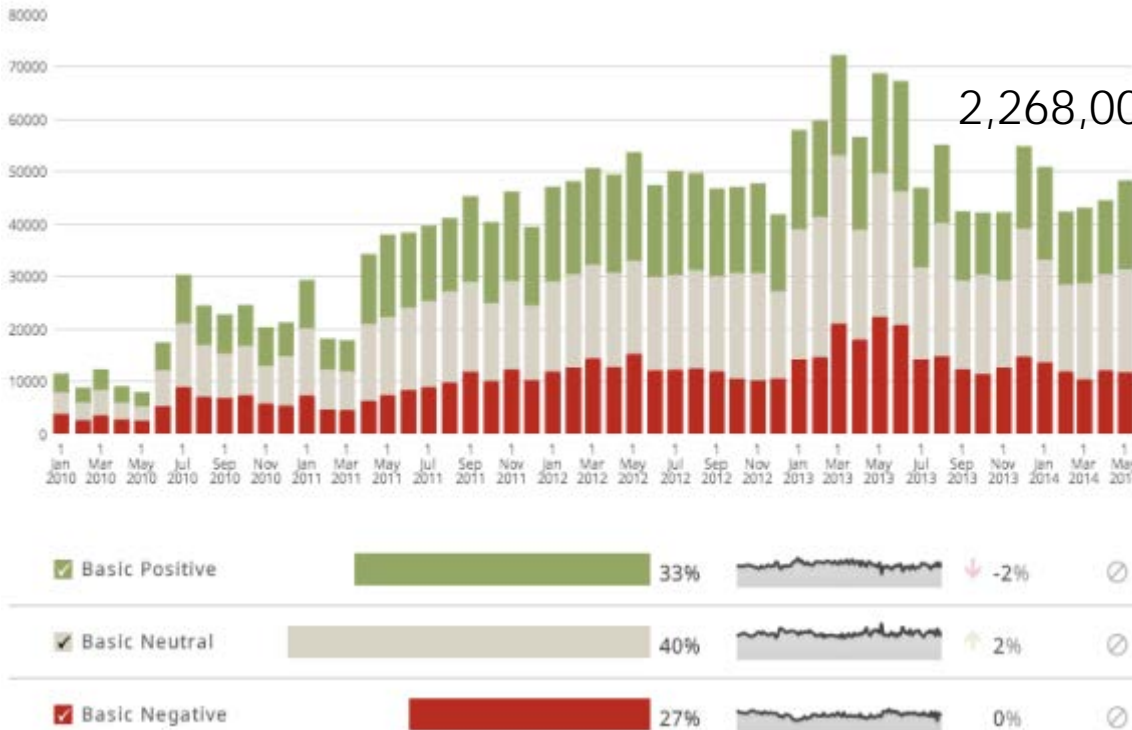
45%
Female



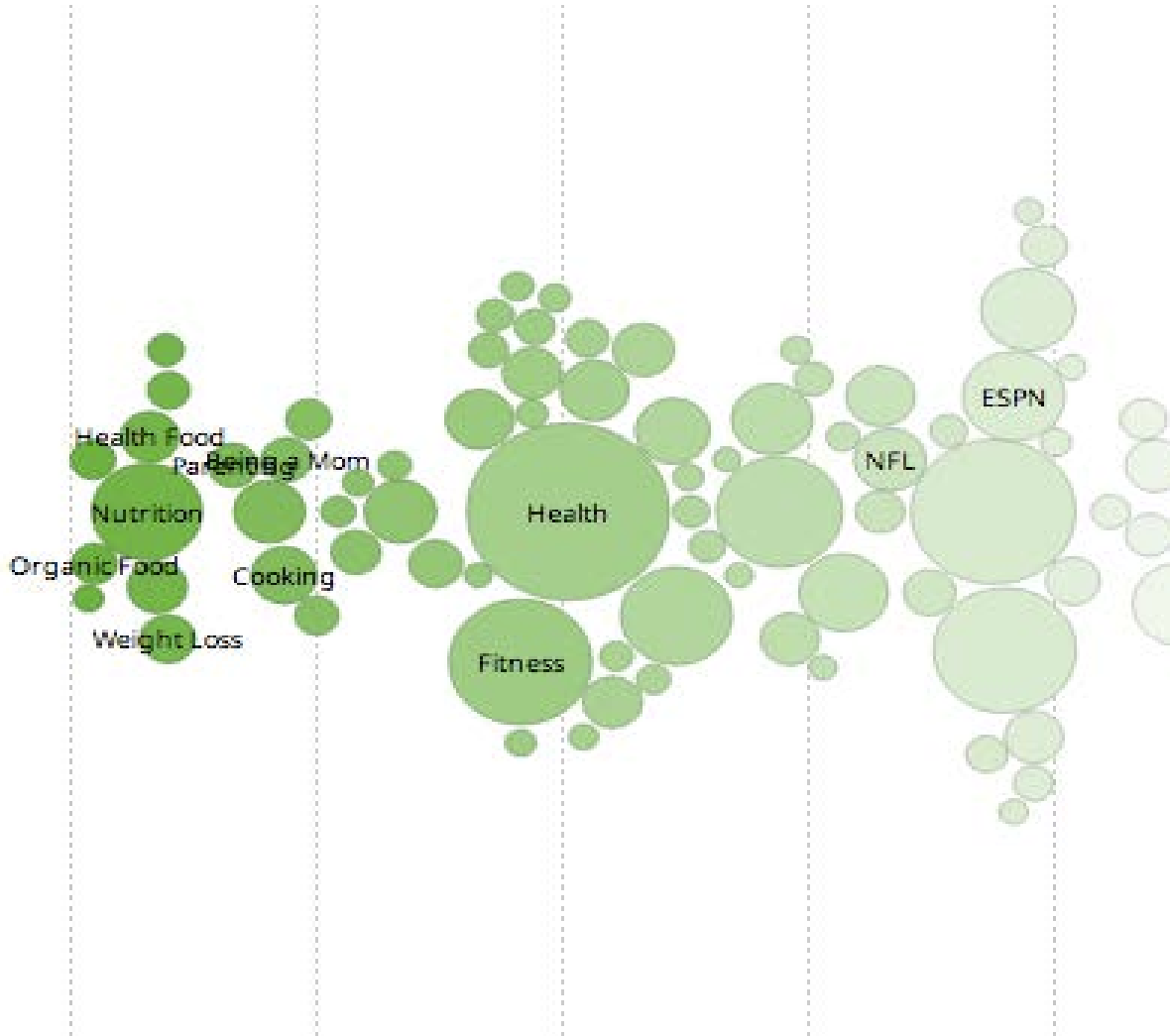
Artificial Sugars



2,268,000 total posts



Artificial Sugars



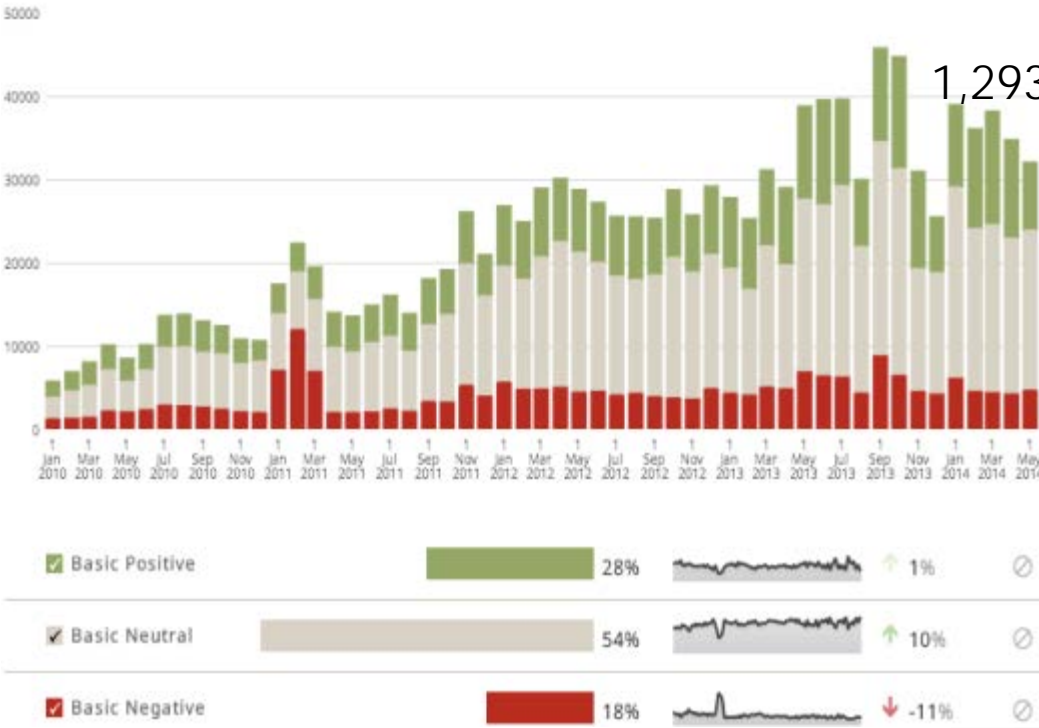
45%
Male



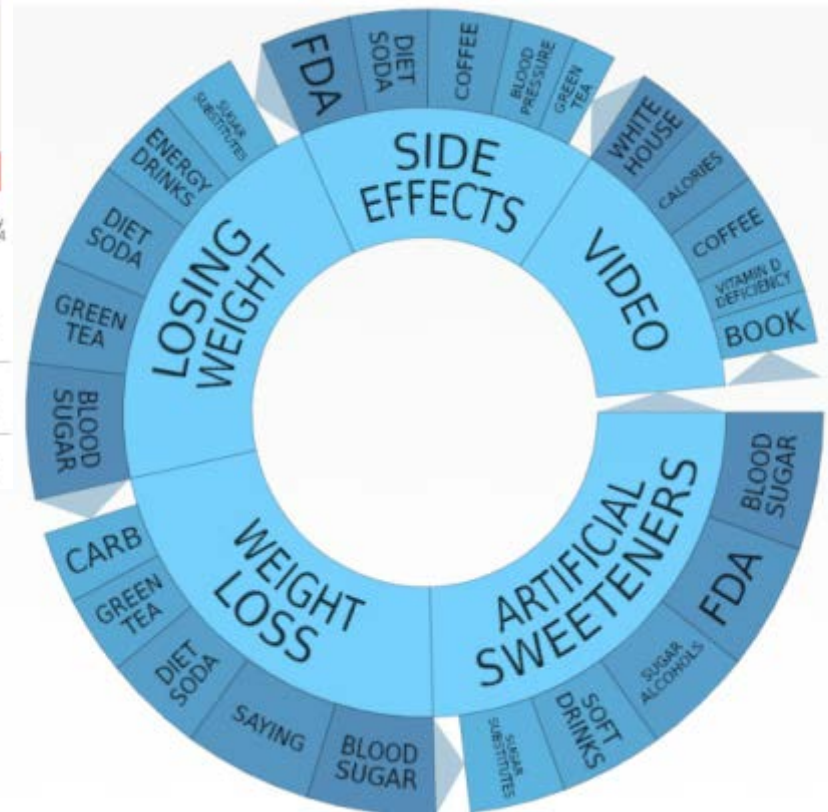
55%
Female



Stevia



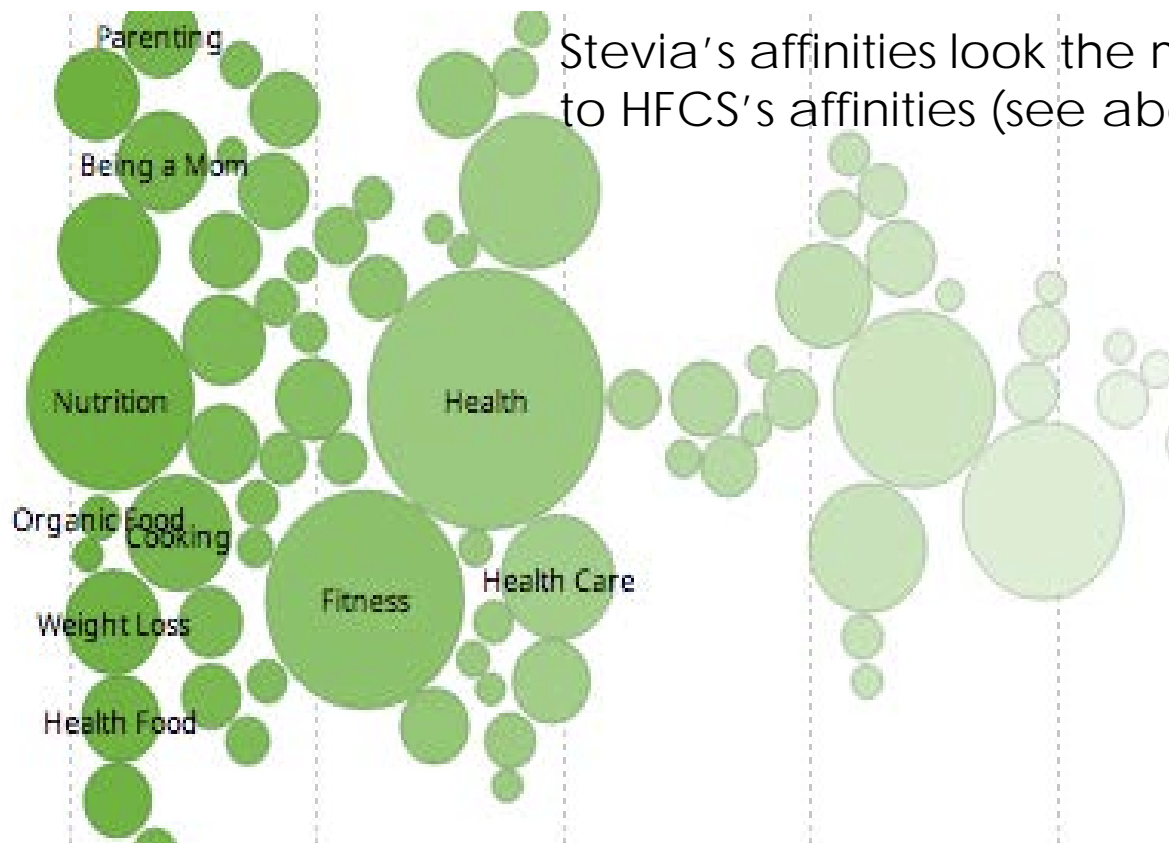
Best Sentiment Ratio (+10%)



Stevia



Stevia's affinities look the most similar to HFCS's affinities (see above)



35%
Male

65%
Female

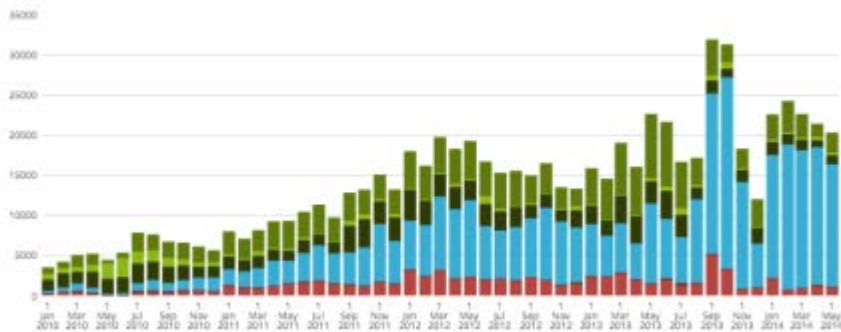


While the other 3 monitors' gender demographics are essentially equal (45%-55% split), stevia's split is much more female oriented



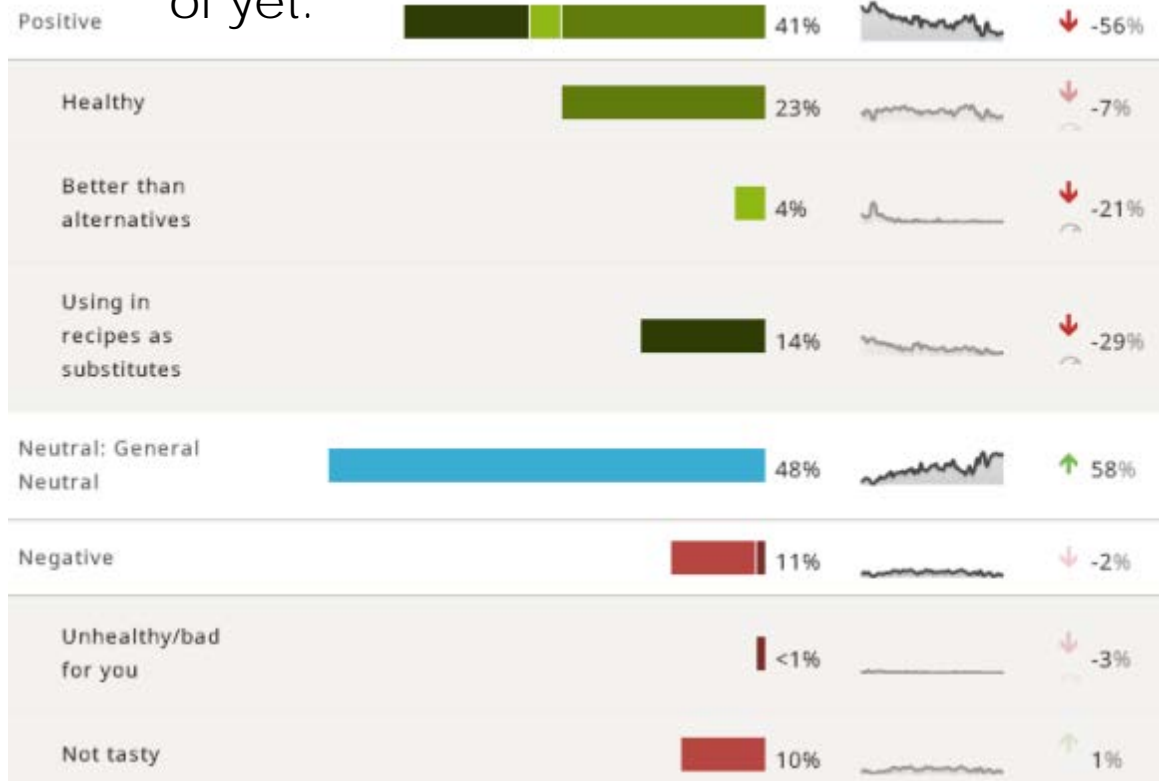
Lets Take a
Closer Look...

Stevia



Stevia's main opponents dislike it for bad taste (10%), and not health reasons (<1%). This confirms there are very few health concerns as of yet.

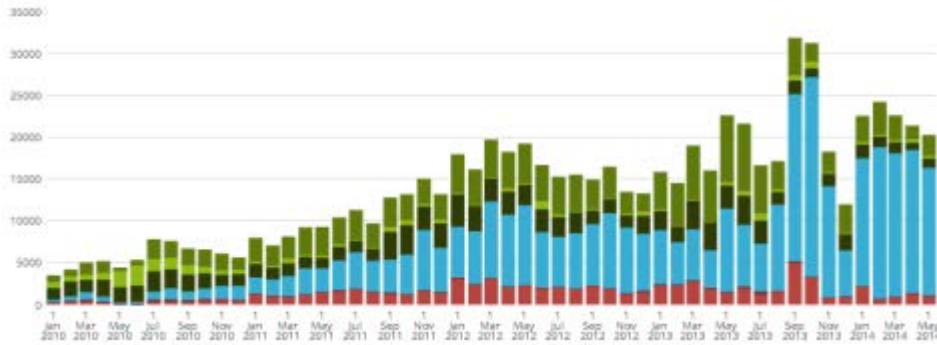
Why are there two spikes in negative sentiment? After further analysis, it was discerned that the spike in early 2012 was due to consumers' annoyance with the song in the Truvia commercial. A second spike in late 2013 was due to Stevia's appearance in the finale of Breaking Bad. Otherwise, negative sentiment remains low and steady.



Stevia

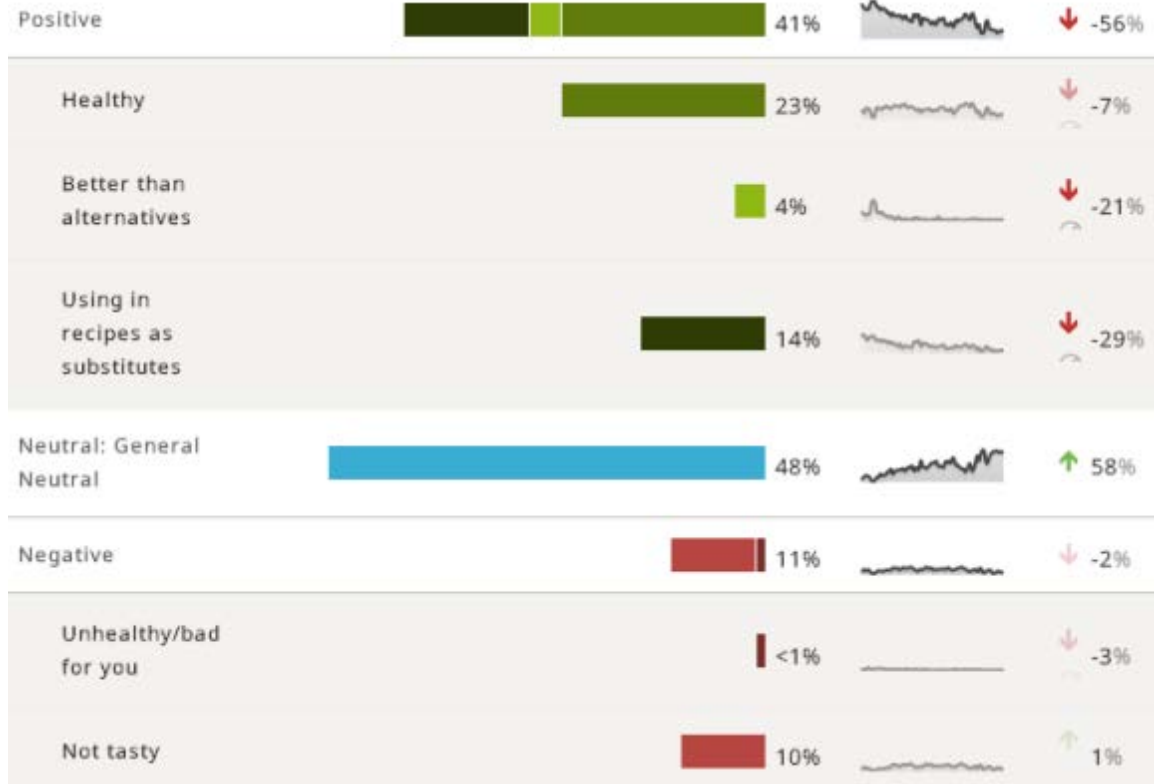


Artificial Sugars



The main complaint, similar to stevia's main reason for negative sentiment, is bad taste (36%). While there are some studies as well as countless rumors concerning the negative health effects of artificial sweeteners, it only accounts for 13% of the negative sentiment.

Furthermore, taste accounts for more than 70% of the positive sentiment towards artificial sweeteners. The other 30% is its health benefits over sugar and HFCS.



Analysis

After a close analysis of both stevia and artificial sweeteners, bad taste was found to be the driver of negative sentiment for both sugar alternatives. Moreover, good taste was found to be the driver of positive sentiment for artificial sweeteners.

Following this logic, it seems as though when it comes down to it, taste is the major indicator of whether consumers will buy a product, regardless of other seemingly more important factors. In other words, even if there are negative effects, such as health consequences, associated with a product, if it tastes good, there will always be people who want to buy it and will buy it.



Analysis



However, when one examines stevia more closely, although taste is certainly the driver of negative sentiment, it is not the driver of the positive sentiment. Health, including stevia in comparison to and as a substitute for the current alternatives (sugar, HFCS, and artificial sugars), accounts for 100% of the positive sentiment towards stevia.

Overall, the negative sentiment for stevia, which is derived from its somewhat bitter aftertaste, accounts for only 11% of the conversation around stevia, while the positive sentiment towards stevia's health benefits accounts for 41% of the conversation, almost three times the overall volume of the negative sentiment.

Analysis

Although taste is inarguably a major factor in consumers' decisions in choosing what products to buy, the health of a product is becoming an increasingly important factor as well. In a world full of sweetened packaged goods coupled with the fact that humans innately crave sugar, sweetened foods are not going anywhere. However, consumers are becoming more cognizant of what exactly they are putting into their bodies and are looking for alternatives to sugar and HFCS, as both have been irrefutably proven to be unhealthy. At first, artificial sugars, such as Splenda and Sweet'N Low, were the answer, and they were immediately used as ingredients in beverages and packaged goods alike. As skepticism builds for artificial sugars, though, the new and improved answer is Stevia, the natural plant-based sweetener.

