

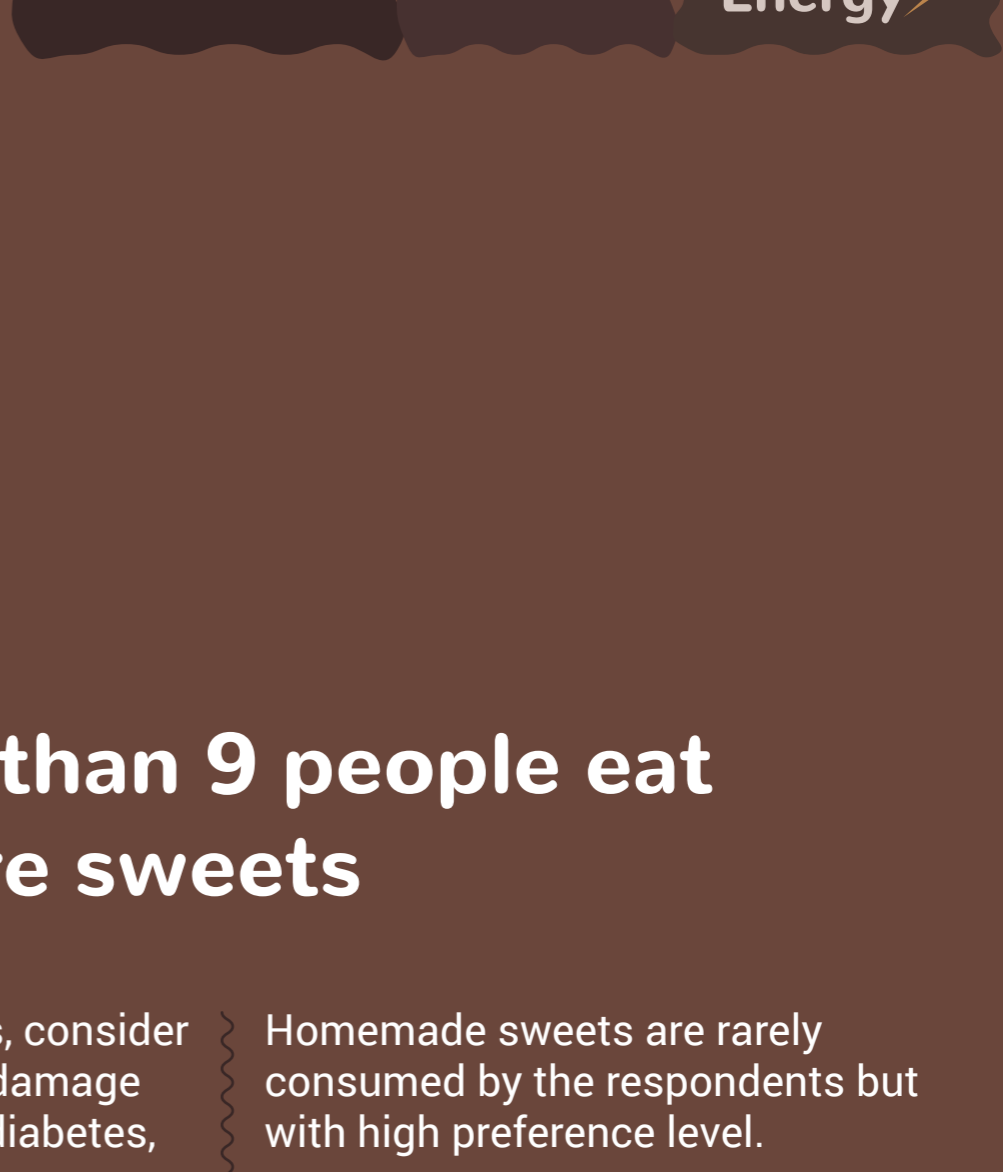
# SWEETS CONSUMPTION BEHAVIOR 2018

## Which is the first word that comes to your mind when you hear about sweets?

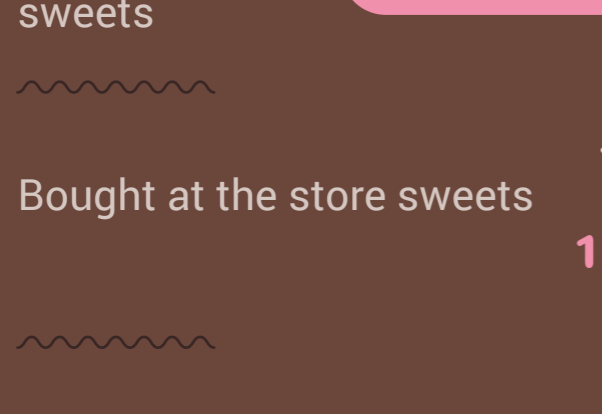
Top Rational Mentions



Top Emotional Mentions



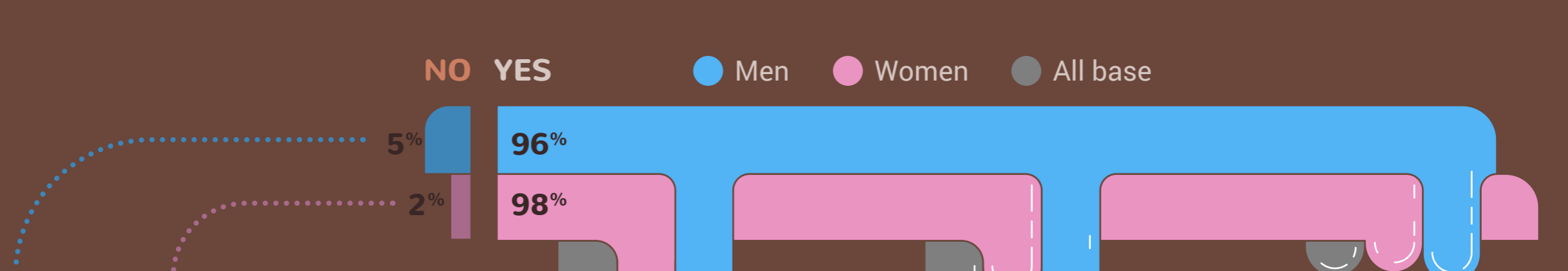
## No world without sweets! More than 9 people eat homemade or bought at the store sweets



Those who don't eat sweets, consider them to be unhealthy or to damage their health condition (e.g. diabetes, problems with blood sugar).

Homemade sweets are rarely consumed by the respondents but with high preference level.

## Consumption vs. Preference



## Why Not?

- 19% Aren't healthy
- 16% I don't want to gain weight
- 15% I don't feel the need to eat sweets
- 15% I have diabetes
- 11% I don't like sweets
- 6% I have problems with my blood sugar
- 5% The doctor's recommendation
- 5% I prefer something salty
- 5% Other
- 5% I don't know/No answer

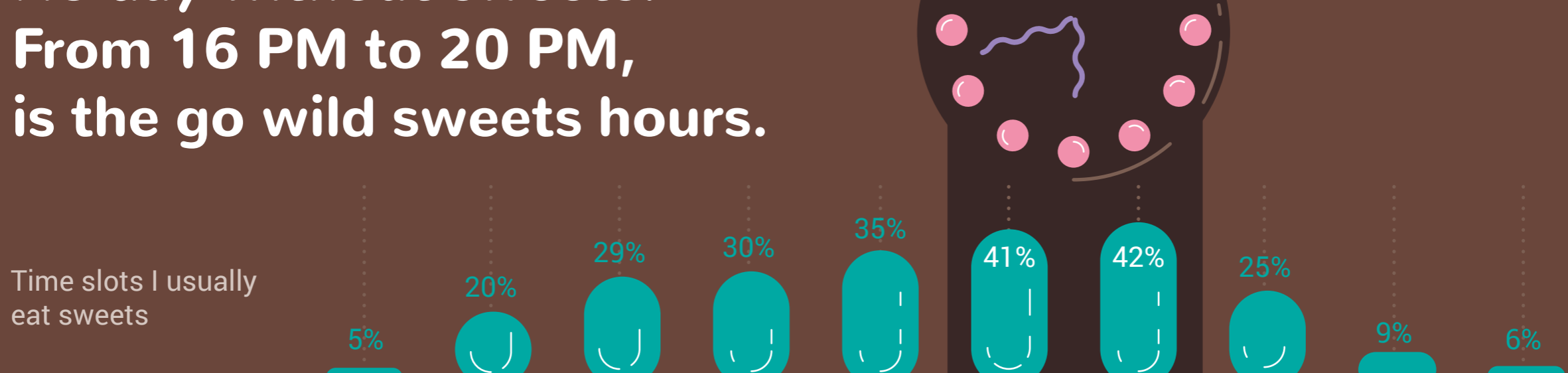
## Both men and women consume sweets in a similar extent.



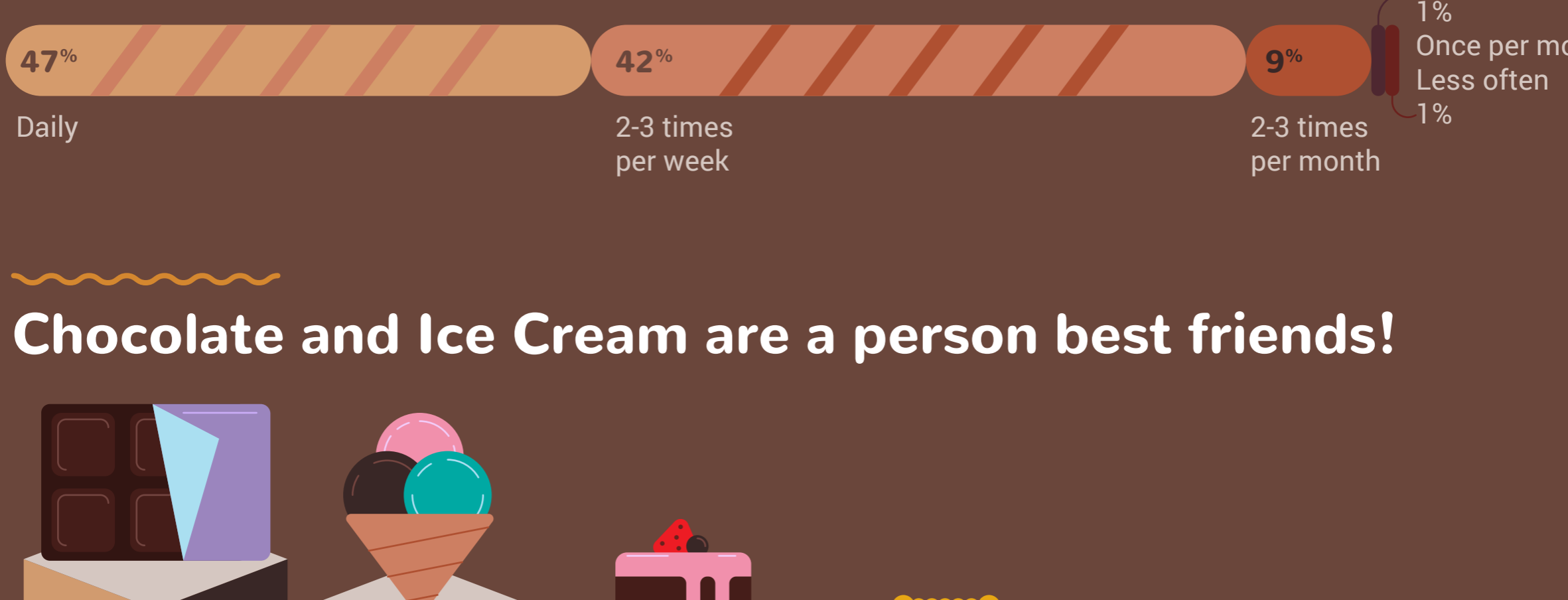
## Time is an important resource when cooking homemade sweets especially for young families and mature people.

Nowadays people forget to pass their family homemade recipes further to their kids, even the mature groups don't know how to prepare them anymore.

Homemade sweets are hard to find in stores, even though there is a high demand on the market.



## No day without sweets! From 16 PM to 20 PM, is the go wild sweets hours.



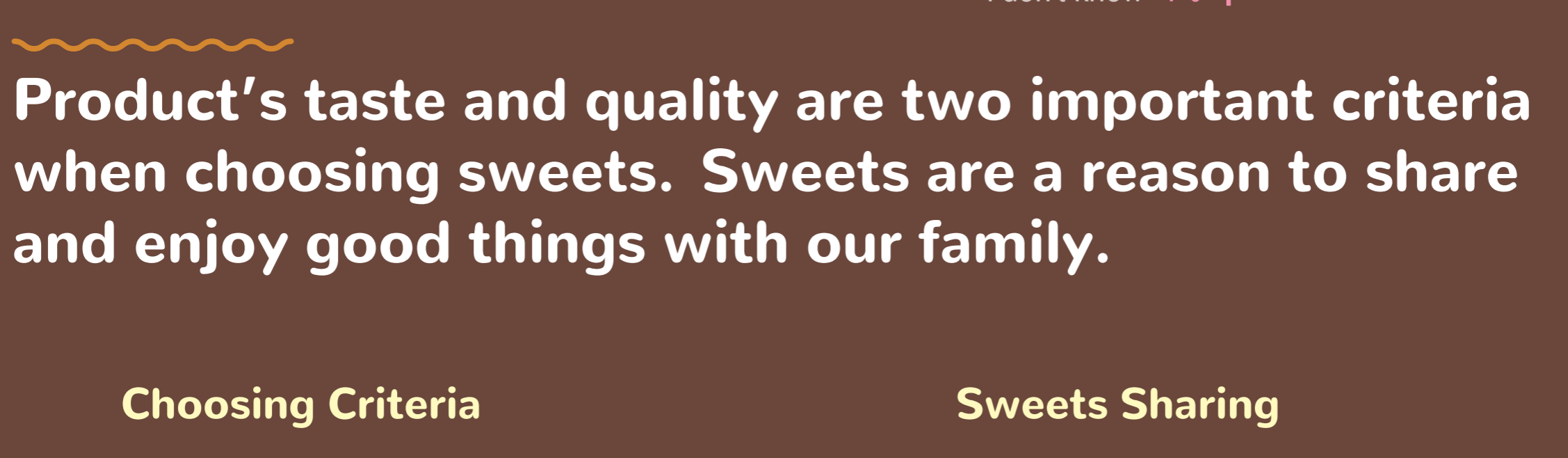
## How often?



## Chocolate and Ice Cream are a person best friends!



## I buy sweets with my partner in crime! But when I cook them, I do it by myself.



## Product's taste and quality are two important criteria when choosing sweets. Sweets are a reason to share and enjoy good things with our family.



## Main reasons to buy or cook sweets are the same: when someone wants to eat something good, for holidays and birthdays.

The difference is that homemade sweets charge people with positive feelings: make our dear ones happy, unleashes their creativity and makes them forget about their daily schedule and relax.



## Sweets are not healthy and get me fat, that's why I try to eat a smaller amount. I can't live without sweets, I like the taste and represent a moment of relaxation.



## Category Image

### Top Sweets Consumption Moments

Holidays are the perfect moments to eat sweets. In general sweets taste better when you are with your family, as a sharing something good moment. Sweets are the perfect treat every time you are outside, as you can find it everywhere and it's easy to eat.



### Childhood Sweets

Even it's a moment that takes place at a small age, 1 out of 4 people seem to remind the first time they eat sweets. Most respondents don't remember exactly what sweets they ate for the first time, but seem to remember the experience (with whom and where). 3 words only to describe best the first time they ate sweets: Chocolate, Home & Mother. For most of the respondents the 1st sweets were made by the most representative character in every child's life, the MOTHER.



Chocolate is the most mentioned word for childhood. Followed by candies, homemade cakes and ice cream.

