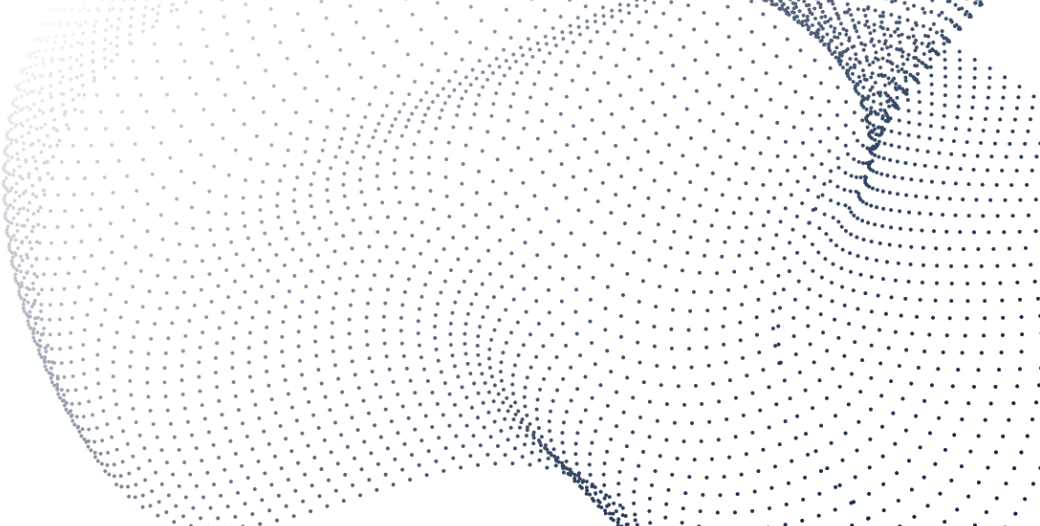
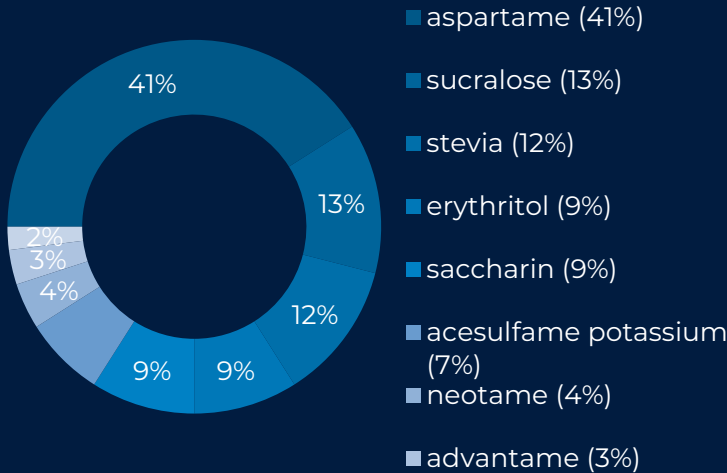


Sweet or Sour: Navigating the Reputation Risks of Sugar Substitutes in FMCG

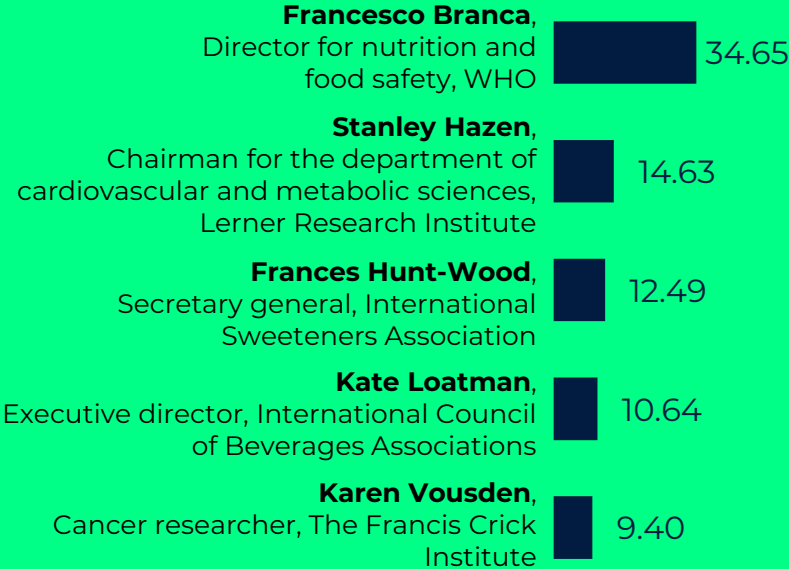
In the ever-evolving landscape of fast-moving consumer goods (FMCG), where consumer preferences and health consciousness reign supreme, the debate surrounding sugar substitutes has become increasingly prominent.



Sugar substitutes by share of voice



Top 5 Spokespeople in the sugar substitute debate by influence scores



Top Non-profits and Companies in the sugar substitutes debate by media impact score

