

CONSUMER BEHAVIOR AND CURRENT TRENDS IN SUGAR CONSUMPTION IN THE REPUBLIC OF MOLDOVA

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Global sugar consumption exceeds WHO recommendations. Sugar consumption is increasing, especially in low- and middle-income countries. In the context of the above, the objective of this research was to analyze the attitude and perception of the population of the Republic of Moldova regarding the consumption of sugar and its content in food products.

To achieve the objectives of the research, a sociological survey was conducted based on a questionnaire in which 260 people from the RM participated. Participation in this survey was voluntary. The data were collected during the period of 2022, in the months of October-November, and the completion of the questionnaires took place online.

According to the data obtained, only 25.80% of the respondents rarely consume foods high in sugar and only 1.20 have completely excluded them from their diet. A good proportion consume Often (31.90%) or even Always (7.70%). Based on the statistical analysis, it can be seen that more than half of the respondents, namely 55.40%, do not consume sugar when drinking hot drinks, and only 1.90% consume 3 or more teaspoons of sugar. This aspect indicates that people are aware of the negative impact of sugar on the body and are trying to reduce its consumption in certain ways. When asked if they take concrete actions to reduce sugar consumption, a positive result. 52.70% are those who daily take into consideration their actions and try to adapt their eating habits towards a healthy lifestyle. One negative aspect that only 32.7% of respondents are interested in reducing sugar consumption and are ready to take some concrete steps in this direction. The rest of the people even if they are aware of the negative effects it has on the body, do not take the initiative to have a balanced sugar consumption.

Ultimately, reducing the consumption of sugar-enriched foods and beverages is a complex challenge that requires an integrated and collaborative approach. It is important that governments, the food industry and consumers work together to promote healthy food and active lifestyles so that we can improve our health and well-being.

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