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Impact of Global Sugar Consumption

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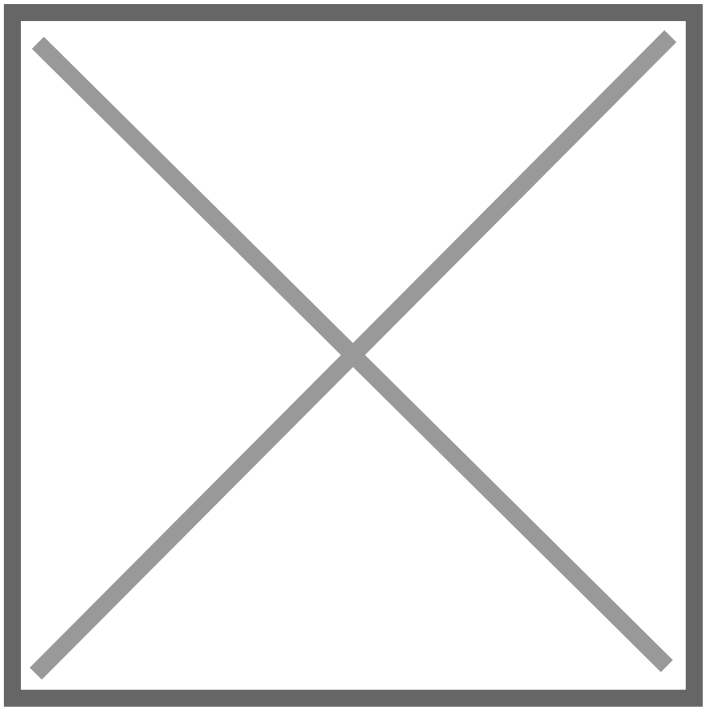

The credit Suisse Research Institute released a report entitled "Sugar: Consumption at a Crossroads." The report explores the medical, economic, consumer, corporate and public policy elements of global sugar consumption an the impact for investors as focus on this area intensifies.

The fast growth of diabetes type II, metabolic syndrome, obesity and their nutritional issues are arguably this century's primary social health concern. The report explores the impact of 'sugar and sweeteners' on our diets and leverages the expertise of over 20 research ananlyst and industry experts to assess the impact on companies as the landscape of consumer preferences and public policy is potentially redrawn.

To provide new insights on the debate, the report includes a proprietary survey of general practitioners in the US, Europe and Asia. The survey found that 90% of the doctors surveyed believed that the sharp growth in type II diabetes and the current obesity epidemic are strongly linked to excess sugar consumption. "Although casuality is difficult to prove in this area, with such a high percentage of doctors in our proprietary survey confident of this strong link, we cannot ignore the significance and the implications for society and ourÂ economy," says Stefano Natella, Co- Head of Securities Research and Analytics and an author of the study.

Among the potential public responses, taxation might be the most effective but also less likely with the exception of Mexico and some European countries. However the risk of public intervention and increasing public awareness will force companies to adapt as consumer gradually move towards healthier options that utilize high-intensity natural sweetners. This provide challenges and opportunities for both companies and investors.

"The scale and cost of the type II diabetes and obesity epidemic leaves little question as to the need for change. This will bring new investment opportunities with winners and losers," said Giles Keating, Head of Research for Private Banking and Wealth Management. This report provides investors with insight into an emerging megatrend that will help shape the evolution of the investment world.