

Type 2 Diabetes – hard to select a healthy choice

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Abstract

Aim

The study aims is to identify which types of müsli contain high respectively low levels of sugar, and which brands are involved.

Methods

The material consists of both qualitative interviews and observations from five grocery stores: City Gross, Hemköp, Ica Maxi, Stora Coop and Willy's. Observations were carried out in the autumn of 2023 in the shops where I noted how they highlighted müsli products with high and low sugar content per 100 g of müsli. The qualitative interviews had a semi-structured character to get closer to the interviewees' perceptions and their perspectives on the visibility of healthy müsli options.

Result

ICA Maxi offered the most müsli brands/products, with twelve contained high sugar content, ranging from 17 g to 29 g per 100 g müsli. Hemköp had five brands/products, with a maximum sugar content of 25 g per 100 g müsli. Stora Coop had six products with sugar content from 5,5 g to 24 g per 100 g müsli; City Gross and Willy's each offered four brands/products with highest content of 25 g per 100 g müsli;

Conclusion

Frebaco was the brand that reduced sugar content the most in its müsli, with other brands having at least 2.6 times as much sugar. Central bureaucracy is highlighted by several of the informants as a significant obstacle to arranging healthy müsli varieties with low sugar content in one and the same place on store shelves.

Finally, what this study shows is that it is not easy for consumers to find low-sugar products on department store shelves. More research and surveillance are needed to determine whether the situation is the same among different department stores within the EU. Research is needed into how type 2 diabetes is affected by high intakes of food products with high sugar content.

Key words: High sugar content, Brands of müsli, Grocery store, Type2 Diabetes