**1st-Plot-to-Analysis-of-Sugar-consumption-in-the-US**

This chapter introduces the project, identifies the need or problem associated with it, discusses the motivation for tackling this problem, and the objectives of the project.

It is a fact that Americans eat too much sugar as a whole. Back in 1915, the average American consumed roughly between 15-20 pounds of sugar annually (USDA 2007). Currently, the USDA estimates that the average amount of sugar consumed in a year is about 156 pounds.

**Objectives of this project:** Demand for sugar is “stationary” or even declining in the European Union, the U.S. and Australia (M.P., Seafong, 2018 ). The U.S. Department of Agriculture forecasts total domestic sugar use for the 2018-19 fiscal year at 11.33 million metric tons, little changed from the 11.27 million expected for the current fiscal year. However, in the rest of the world, sugar demand is “almost certainly still rising” due to population growth. With this been said, the purpose of this project is focused on analysing market demand for sugar in the US. The goals of this project will be achieved by addressing some objectives. The specific objectives addressed in this project include;

**Objective 1:** is Sugar a normal good or an inferior good (how much are you willing to spend on sugar?)**.**

**Objective 2:** is Honey (sweetener) a good substitute good to sugar?