

# **Africa and Middle East Sugarcane Syrup Market by Territory (Malawi, Southern African Development Community (SADC) and Common Market for Eastern and Southern Africa (COMESA), West Africa, and Middle East) - Opportunity Analysis and Industry Forecast, 2017-2023**

<https://marketpublishers.com/r/A2DBFE46031EN.html>

Date: May 2018

Pages: 139

Price: US\$ 10,000.00 (Single User License)

ID: A2DBFE46031EN

## **Abstracts**

The Africa and Middle East sugarcane syrup market size is expected to be reach \$2,074 million by 2023. Sugarcane syrup is a thick concentrated syrup formed as an intermediate product of the sugar-making process and used as a natural sweetener. Sugarcane syrup is dark golden brown in color, with a slight molasses flavor. It is made by evaporating sugar cane juice for several hours, which converts sucrose contained in sugarcane to an equimolar mixture of glucose, sucrose, and fructose by the process of hydrolysis. As a result a thick concentrated syrup, which is sweeter than sugar is formed. This process is repeated several times, and each time a different type of sugarcane syrup such as liquid sucrose, invert sugar to refiners syrups, are produced depending upon the specific functional requirements of the final products. The syrup is majorly used as a natural sweetener by bakery, dairy, beverages, confectionaries, processed foods, and other industries. It is used to prepare variety of bakery and beverage products such as donuts, biscuits, chocolate, pancakes, cookies, and health drinks & sweetened beverages. They are used as natural preservatives to reduce water activity and also employed in medicines for improving their taste.

Sugarcane syrup contains higher amount of sucrose, which makes it sweeter than sugar. It has been widely and extensively utilized by the food industry owing to its inherent advantages over sugar. It is widely used in the preparation of various bakery products such as waffles, cakes, pancakes, bread rolls, and French toast. It is also used for flavoring a wide range of food products such as hot cereal, ice cream, sausages,

fruit juices, corn fritters, baked beans, fresh donuts, and baked apples.

Sugarcane syrup is also used as a basic sweetener in the production of sweetened beverages such as cocktails, mixed drinks, and beers. It is also used as an alternative to honey. Thus, increase in number of food & beverages industry along with rise in use of sugarcane syrup in bakery and confectionery products drive the Africa and Middle East sugarcane syrup market.

Furthermore, the health benefits associated with cane syrup also increase its demand among households, thus boosting the market growth. In addition, growth of the agricultural industry, results in the high production of cane sugar is expected to have a positive impact on the industry. However, changes in consumer dietary habits, along with rise in awareness regarding the health hazards associated with high sugar consumption is expected to impact the demand for sugarcane syrup during the forecast period. Other factors, such as the high transportation and distribution cost of sugarcane syrup and increase in demand for alternate sweeteners also restrict the growth of the market. In addition, rise in concerns over the economic and ecological impact of huge scale sugar crop farming is projected to hinder the growth of the sugarcane syrup market. The sugarcane syrup production is an economical process that consumes less energy, water, and other resources as compared to sugar, hence reducing overall cost of operation and offering several benefits to manufacturers. Further, ease of processing, convenience in use, and batch-wise consistency that improves the production process, increases its demand among food processors. These factors fuel the growth of the sugarcane syrup in the upcoming years. In addition, changes in taste preferences, increase in health consciousness, and desire to live healthy life surge the demand for organic sugarcane syrup among consumers. These factors are anticipated to provide lucrative opportunities for market growth.

The report segments the sugarcane syrup market based on territory. The report analyzes the production and consumption of sugarcane syrup in all the states of Southern Africa Development Community (SADC), Common Market for Eastern and Southern Africa (COMESA), Middle East, West Africa, and Malawi. In addition, the report briefs about market size, key market trends, growth factors, and opportunities for sugarcane syrup in these territories.

Key players profiled in the report include ILLOVO SUGAR (PTY) LTD, Super Syrups, Tongaat Hulett, Atlanta Sugar SA (Pty) Ltd, Sunshine Sugar, FROZY EGYPT, Kenana Sugar Company, White Nile Sugar Company (WNSC) Co. Ltd, GM Sugar Uganda Limited, and Kinyara Sugar Works Ltd.

## **KEY BENEFITS**

The report provides an extensive analysis of the current & emerging market trends and opportunities in the Africa and Middle East sugarcane syrup industry.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that assists to evaluate the prevailing market opportunities.

Comprehensive analysis of factors that drive and restrict the growth of the market is provided.

Extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

## **KEY MARKET SEGMENTS**

### By Territory

Malawi

Southern African Development Community (SADC)

Common Market for Eastern and Southern Africa (COMESA)

West Africa

Middle East

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. REPORT DESCRIPTION
- 1.2. KEY MARKET BENEFITS FOR STAKEHOLDERS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
  - 1.4.1. Secondary research
  - 1.4.2. Primary research
  - 1.4.3. Analyst tools and models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. Market snapshot
- 2.2. CXO perspective

### **CHAPTER 3: MARKET OVERVIEW**

- 3.1. Introduction
- 3.2. KEY FINDINGS
  - 3.2.1. Top impacting factors
  - 3.2.2. Top investment pockets
- 3.3. MARKET DYNAMICS
  - 3.3.1. Drivers
    - 3.3.1.1. High production potential of sugarcane
    - 3.3.1.2. Increase in consumption among food & beverages industry and households
    - 3.3.1.3. Health benefits associated with sugarcane syrup
  - 3.3.2. Restraints
    - 3.3.2.1. Increase in awareness about health concerns
    - 3.3.2.2. Growth in demand for alternate sugar substitutes
  - 3.3.3. Opportunities
    - 3.3.3.1. Growth in demand for organic cane syrup
    - 3.3.3.2. Productivity improvement opportunity
- 3.4. Porters Five Forces Analysis
  - 3.4.1. Bargaining power of suppliers
  - 3.4.2. Bargaining power of buyers
  - 3.4.3. Threat of substitution
  - 3.4.4. Threat of new entrants

- 3.4.5. Competitive rivalry
- 3.5. Manufacturing process analysis
- 3.6. Value chain analysis

## **CHAPTER 4: SUGARCANE SYRUP MARKET, BY TERRITORY, 2016-2023 (KILOTONS, \$MILLION)**

- 4.1. Introduction
- 4.2. Market size and forecast
- 4.3. Malawi
  - 4.3.1. Key market trends, growth factors, and opportunities
  - 4.3.2. Market size and forecast
- 4.4. Southern Africa Development Community (SADC)
  - 4.4.1. Key market trends, growth factors, and opportunities
  - 4.4.2. Market size and forecast
- 4.5. Common Market for Eastern and Southern Africa (COMESA)
  - 4.5.1. Key market trends, growth factors, and opportunities
  - 4.5.2. Market size and forecast
- 4.6. West Africa
  - 4.6.1. Key market trends, growth factors, and opportunities
  - 4.6.2. Market size and forecast
- 4.7. Middle East
  - 4.7.1. Key market trends, growth factors, and opportunities
  - 4.7.2. Market size and forecast

## **CHAPTER 5: COMPANY PROFILES**

- 5.1. Alteo Limited
  - 5.1.1. Company overview
  - 5.1.2. Company snapshot
  - 5.1.3. Operating business segments
  - 5.1.4. Product portfolio
  - 5.1.5. Business performance
- 5.2. Associated British Foods plc (Illovo Sugar (Pty) Ltd)
  - 5.2.1. Company overview
  - 5.2.2. Company snapshot
  - 5.2.3. Operating business segments
  - 5.2.4. Product portfolio
  - 5.2.5. Business performance

- 5.3. BKB Ltd. (Atlanta Sugar SA (Pty) Ltd)
  - 5.3.1. Company overview
  - 5.3.2. Company snapshot
  - 5.3.3. Operating business segments
  - 5.3.4. Product portfolio
  - 5.3.5. Business performance
- 5.4. Gledhow Sugar Company (Pty) Limited U
  - 5.4.1. Company overview
  - 5.4.2. Company snapshot
  - 5.4.3. Product portfolio
- 5.5. GM Sugar Uganda Limited
  - 5.5.1. Company overview
  - 5.5.2. Company snapshot
  - 5.5.3. Product portfolio
- 5.6. Kenana Sugar Company
  - 5.6.1. Company overview
  - 5.6.2. Company snapshot
  - 5.6.3. Product portfolio
- 5.7. Kinyara Sugar Works Ltd
  - 5.7.1. Company overview
  - 5.7.2. Company snapshot
  - 5.7.3. Product portfolio
- 5.8. Mumias Sugar Company Limited
  - 5.8.1. Company overview
  - 5.8.2. Company snapshot
  - 5.8.3. Operating business segments
  - 5.8.4. Product portfolio
  - 5.8.5. Business performance
- 5.9. Nzoia Sugar Company Limited
  - 5.9.1. Company overview
  - 5.9.2. Company snapshot
  - 5.9.3. Operating business segments
  - 5.9.4. Product portfolio
- 5.10. RCL Foods Limited
  - 5.10.1. Company overview
  - 5.10.2. Company snapshot
  - 5.10.3. Operating business segments
  - 5.10.4. Product portfolio
  - 5.10.5. Business performance

- 5.11. Royal Swaziland Sugar Corporation
  - 5.11.1. Company overview
  - 5.11.2. Company snapshot
  - 5.11.3. Operating business segments
  - 5.11.4. Product portfolio
  - 5.11.5. Business performance
- 5.12. Sango Bay Estates Limited
  - 5.12.1. Company overview
  - 5.12.2. Company snapshot
  - 5.12.3. Product portfolio
- 5.13. Star Africa Corporation Limited
  - 5.13.1. Company overview
  - 5.13.2. Company snapshot
  - 5.13.3. Product portfolio
- 5.14. Sunshine Sugar
  - 5.14.1. Company overview
  - 5.14.2. Company snapshot
  - 5.14.3. Product portfolio
- 5.15. Super Syrups
  - 5.15.1. Company overview
  - 5.15.2. Company snapshot
  - 5.15.3. Product portfolio
- 5.16. Superdoll Trailer Manufacture Co. Ltd. (Kagera Sugar Limited)
  - 5.16.1. Company overview
  - 5.16.2. Company snapshot
  - 5.16.3. Product portfolio
- 5.17. The Mehta Group (Sugar Corporation of Uganda Limited)
  - 5.17.1. Company overview
  - 5.17.2. Company snapshot
  - 5.17.3. Operating business segments
  - 5.17.4. Product portfolio
- 5.18. Tongaat Hulett Limited
  - 5.18.1. Company overview
  - 5.18.2. Company snapshot
  - 5.18.3. Operating business segments
  - 5.18.4. Product portfolio
  - 5.18.5. Business performance
  - 5.18.6. Key strategic moves and developments
- 5.19. Umfolozi Sugar Mill (Pty) Ltd

- 5.19.1. Company overview
- 5.19.2. Company snapshot
- 5.19.3. Product portfolio
- 5.20. White Nile Sugar Company Co. Ltd
  - 5.20.1. Company overview
  - 5.20.2. Company snapshot
  - 5.20.3. Product portfolio

## **CHAPTER 6: REGULATORY ANALYSIS FOR SUGARCANE SYRUP**

- 6.1. Introduction
- 6.2. Key regulations governing trade of sugar
  - 6.2.1. Malawi
  - 6.2.2. Other regions

## **CHAPTER 7: PRODUCT QUALITY REQUIREMENT FOR SUGARCANE SYRUP**

- 7.1. Introduction
- 7.2. Product quality requirements for sugarcane syrup
  - 7.2.1. Sugarcane syrup
  - 7.2.2. Molasses
    - 7.2.2.1. Light molasses
    - 7.2.2.2. Dark molasses
    - 7.2.2.3. Blackstrap
    - 7.2.2.4. Unsulfured and sulfured
  - 7.2.3. Invert syrup
  - 7.2.4. Golden syrup

## **CHAPTER 8: PRICE TREND ANALYSIS & PRICING STRUCTURE**

- 8.1. Introduction
- 8.2. Price trend analysis for sugarcane syrup
  - 8.2.1. Suppliers
  - 8.2.2. Customers
- 8.3. Pricing structure for sugarcane syrup

## **CHAPTER 9: MARKETING STRATEGY**

- 9.1. Marketing strategy by industry players



9.2. Marketing and promotional channels for Ethco and Presscane Limited

**CHAPTER 10: VOICE OF CUSTOMERS**

**CHAPTER 11: VOICE OF INDUSTRY PLAYERS**

**CHAPTER 12: RECOMMENDATIONS AND CONCLUSIONS**

## List Of Tables

### LIST OF TABLES

TABLE 01. SUGARCANE SYRUP MARKET VOLUME, BY REGION, 2016-2023  
(KILOTON)

TABLE 02. SUGARCANE SYRUP MARKET VALUE, BY REGION, 2016-2023  
(\$MILLION)

TABLE 03. ALTEO: COMPANY SNAPSHOT

TABLE 04. ALTEO: OPERATING SEGMENTS

TABLE 05. ALTEO: PRODUCT PORTFOLIO

TABLE 06. ABF: COMPANY SNAPSHOT

TABLE 07. ABF: OPERATING SEGMENTS

TABLE 08. ABF: PRODUCT PORTFOLIO

TABLE 09. BKB: COMPANY SNAPSHOT

TABLE 10. BKB: OPERATING SEGMENTS

TABLE 11. BKB: PRODUCT PORTFOLIO

TABLE 12. GLEDHOW: COMPANY SNAPSHOT

TABLE 13. GLEDHOW: PRODUCT PORTFOLIO

TABLE 14. GM SUGAR: COMPANY SNAPSHOT

TABLE 15. GM SUGAR: PRODUCT PORTFOLIO

TABLE 16. KSC: COMPANY SNAPSHOT

TABLE 17. KSC: PRODUCT PORTFOLIO

TABLE 18. KINYARA SUGAR: COMPANY SNAPSHOT

TABLE 19. KINYARA SUGAR: PRODUCT PORTFOLIO

TABLE 20. MSC: COMPANY SNAPSHOT

TABLE 21. MSC: OPERATING SEGMENTS

TABLE 22. MSC: PRODUCT PORTFOLIO

TABLE 23. NSC: COMPANY SNAPSHOT

TABLE 24. NSC: OPERATING SEGMENTS

TABLE 25. NSC: PRODUCT PORTFOLIO

TABLE 26. RCL FOODS: COMPANY SNAPSHOT

TABLE 27. RCL FOODS: OPERATING SEGMENTS

TABLE 28. RCL FOODS: PRODUCT PORTFOLIO

TABLE 29. RSSC: COMPANY SNAPSHOT

TABLE 30. RSSC: OPERATING SEGMENTS

TABLE 31. RSSC: PRODUCT PORTFOLIO

TABLE 32. SBEL: COMPANY SNAPSHOT

TABLE 33. SBEL: PRODUCT PORTFOLIO

TABLE 34. STARAFRICA: COMPANY SNAPSHOT  
TABLE 35. STARAFRICA: PRODUCT PORTFOLIO  
TABLE 36. SUNSHINE SUGAR: COMPANY SNAPSHOT  
TABLE 37. SUNSHINE SUGAR: PRODUCT PORTFOLIO  
TABLE 38. SUPER SYRUPS: COMPANY SNAPSHOT  
TABLE 39. SUPER SYRUPS: PRODUCT PORTFOLIO  
TABLE 40. SUPERDOLL: COMPANY SNAPSHOT  
TABLE 41. SUPERDOLL: PRODUCT PORTFOLIO  
TABLE 42. MEHTA GROUP: COMPANY SNAPSHOT  
TABLE 43. MEHTA GROUP: OPERATING SEGMENTS  
TABLE 44. MEHTA GROUP: PRODUCT PORTFOLIO  
TABLE 45. TONGAAT HULETT: COMPANY SNAPSHOT  
TABLE 46. TONGAAT HULETT: OPERATING SEGMENTS  
TABLE 47. TONGAAT HULETT: PRODUCT PORTFOLIO  
TABLE 48. USM: COMPANY SNAPSHOT  
TABLE 49. USM: PRODUCT PORTFOLIO  
TABLE 50. WNSC: COMPANY SNAPSHOT  
TABLE 51. WNSC: PRODUCT PORTFOLIO  
TABLE 52. REGULATORY ANALYSIS OF SUGAR IN MALAWI  
TABLE 53. REGULATORY ANALYSIS OF SUGAR IN OTHER REGIONS  
TABLE 54. SUGARCANE SYRUP: COMPOSITION  
TABLE 55. SUGARCANE SYRUP: PRODUCT SPECIFICATIONS  
TABLE 56. SUGARCANE MOLASSES: PRODUCT SPECIFICATIONS  
TABLE 57. BLACKSTRAP MOLASSES: PRODUCT SPECIFICATIONS  
TABLE 58. INVERT SYRUP/GOLDEN SYRUP: COMPOSITION  
TABLE 59. INVERT SYRUP/GOLDEN SYRUP: PRODUCT SPECIFICATIONS

## List Of Figures

### LIST OF FIGURES

- FIGURE 01. EXECUTIVE SUMMARY SNAPSHOT
- FIGURE 02. TOP IMPACTING FACTORS
- FIGURE 03. TOP INVESTMENT POCKETS
- FIGURE 04. SUGARCANE SYRUP MARKET: MARKET DYNAMICS
- FIGURE 05. HIGH BARGAINING POWER OF SUPPLIERS
- FIGURE 06. HIGH BARGAINING POWER OF BUYERS
- FIGURE 07. HIGH THREAT OF SUBSTITUTION
- FIGURE 08. LOW THREAT OF NEW ENTRANTS
- FIGURE 09. MODERATE COMPETITIVE RIVALRY
- FIGURE 10. MANUFACTURING PROCESS
- FIGURE 11. VALUE CHAIN ANALYSIS
- FIGURE 12. MALAWI SUGARCANE SYRUP MARKET VALUE (\$MILLION) AND VOLUME (KILOTON), 2016-2023
- FIGURE 13. SADC SUGARCANE SYRUP MARKET VALUE (\$MILLION) AND VOLUME (KILOTON), 2016-2023
- FIGURE 14. COMESA SUGARCANE SYRUP MARKET VALUE (\$MILLION) AND VOLUME (KILOTON), 2016-2023
- FIGURE 15. WEST AFRICA SUGARCANE SYRUP MARKET VALUE (\$MILLION) AND VOLUME (KILOTON), 2016-2023
- FIGURE 16. MIDDLE EAST SUGARCANE SYRUP MARKET VALUE (\$MILLION) AND VOLUME (KILOTON), 2016-2023
- FIGURE 17. ALTEO: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 18. ALTEO: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 19. ALTEO: REVENUE SHARE BY GEOGRAPHY, 2017 (%)
- FIGURE 20. ABF: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 21. ABF: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 22. ABF: REVENUE SHARE BY GEOGRAPHY, 2017 (%)
- FIGURE 23. BKB: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 24. MSC: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 25. MSC: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 26. RCL FOODS: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 27. RCL FOODS: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 28. RSSC: NET SALES, 2015-2017 (\$MILLION)
- FIGURE 29. RSSC: REVENUE SHARE BY SEGMENT, 2017 (%)
- FIGURE 30. TONGAAT HULETT: NET SALES, 2015-2017 (\$MILLION)

FIGURE 31. TONGAAT HULETT: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 32. TONGAAT HULETT: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 33. SUGARCANE SYRUP PRICE ANALYSIS, 2016-2023 (\$/KG)

FIGURE 34. SUGARCANE SYRUP PRICE ANALYSIS, 2016-2023 (\$/KG)

FIGURE 35. SUGARCANE SYRUP PRICE STRUCTURE, 2017 (%)

## I would like to order

Product name: Africa and Middle East Sugarcane Syrup Market by Territory (Malawi, Southern African Development Community (SADC) and Common Market for Eastern and Southern Africa (COMESA), West Africa, and Middle East) - Opportunity Analysis and Industry Forecast, 2017-2023

Product link: <https://marketpublishers.com/r/A2DBFE46031EN.html>

Price: US\$ 10,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A2DBFE46031EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970