

Food Polyols Market By Product Type (Sorbitol, Xylitol, Maltitol, Mannitol, Isomalt, Others) , By Application (Bakery Goods, Sweet Spreads, Confectionery and Chewing Gum, Beverages, Dairy Products, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

Food Polyols Market

The food polyols market was valued at \$1.5 billion in 2023 and is projected to reach \$2.6 billion by 2033, growing at a CAGR of 5.8% from 2024 to 2033.

A food polyol is a small-chain carbohydrate naturally present in certain vegetables and fruits. It is also called bulk sweetener or sugar alcohol and is used as a food additive. It is a low-calorie compound that is partially absorbed by human body and imposes little to no effect on blood sugar levels. Major types of polyols present in natural products include erythritol, mannitol, sorbitol, lactitol, maltitol, xylitol, and isomalt. Owing to their partial digestion, a high intake of polyols leads to gut irritation. Therefore, food products in Europe display a warning of “laxative effects on excessive consumption” if food products contain more than 10% of added polyols.

The ability of polyols to be mixed with artificial sweeteners such as aspartame is a key driver of the market. In addition, increase in awareness pertaining to health and rise in prevalence of lifestyle diseases has propelled the market growth owing to its low impact on blood sugar levels. A possible trend anticipated to gain notable prominence in coming years is the integration of polyols into functional foods. Several types of food polyols exhibit prebiotic effects, hence are anticipated to be used as a key ingredient in

products that promote gut health.

However, high potential of polyols to cause digestive discomfort in individuals such as bloating and indigestion limits its consumption and hampers the development of the market. Moreover, the availability of several alternatives such as stevia and monk fruit extract creates stringent competition for food polyols, restraining the market growth significantly. On the contrary, the rapidly expanding confectionary industry and inclination of consumers toward healthy & intentional indulgence are projected to present lucrative opportunities for the food polyols market. According to an article by SPINS—a U.S.-based data analytics company—the non-chocolate candies and mints/gums segment drives around 63% of the growth of the confectionary industry in the U.S. As consumers are notably seeking products with low calories and health hazards, the food polyols market is anticipated to witness several avenues for its growth.

Segment Review

The food polyols market is segmented into product type, application, and region. On the basis of product type, the market is divided into sorbitol, xylitol, maltitol, mannitol, isomalt, and others. Depending on application, it is classified into bakery goods, sweet spreads, confectionery & chewing gum, beverages, dairy products, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of product type, the sorbitol segment accounted for a high share of the market in 2023.

Depending on application, the confectionery & chewing gum segment acquired a high stake in the market in 2023.

Region wise, Europe was the highest revenue generator in 2023.

Competition Analysis

The major players in the global food polyols market include DuPont, Cargill, Inc., BENEIO GmbH, Roquette Freres, Beckmann Kenko GmbH, Mitsubishi Shoji Foodtech Co. Ltd., Fraken Biochem Co. Ltd., A&Z Food Additives Co. Ltd., SPI Pharma, and Lonza Group. These major players have adopted various key development strategies

such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Expanded list for Company Profiles

Historic market data

SWOT Analysis

Key Market Segments

By Product Type

Sorbitol

Xylitol

Maltitol

Mannitol

Isomalt

Others

By Application

Bakery Goods

Sweet Spreads

Confectionery and Chewing Gum

Beverages

Dairy Products

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

DuPont

Cargill, Inc.

BENEO GmbH

Roquette Freres

Beckmann Kenko GmbH

Mitsubishi Shoji Foodtech Co. Ltd.

Fraken Biochem Co. Ltd.

A&Z Food Additives Co. Ltd.

SPI Pharma

Lonza Group

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