

## High Intensity Sweeteners Market Research (China)



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Sweeteners are the food additives used to sweeten food products, i.e., the food additives listed as sweeteners in China's national standard GB2760-1996, hygienic standards for uses of food additives and dietary supplements. 20 sweeteners in total have been permitted to be used in food in China by the end of 2007. There are totally 13 HIS listed in GB 2760 allowed to be used as food additives or dietary supplements by the end of 2007. Most of these HIS are 100 or more times sweeter than sugar except cyclamate and calcium cyclamate, which are both 30~80 times sweeter than sugar. In this report, analysis has been focused on the following HIS, which are the major categories in China:

- Aspartame
- Ace-K
- Saccharin
- Cyclamate
- Sucralose
- Stevioside

As the major competitors of HIS, sugar and sugar alcohols in China are briefly introduced from the aspects of production, demand and trade.

Why you should buy this report:

To gain most updated info of China's production and market of HIS, and in-depth analysis of China's HIS industry.

To keep track of the impacts of guideline and legislation related to food additives.

To get insight into the latest consumer's trends and market dynamics of HIS in China

To gain vital business intelligence out of China ahead of the competition

To find out where the Chinese HIS market could go next and how your business can get involved

To keep you informed of your competitors' activities in China

### Report highlights

China is the major HIS supplier to the world, and about 70% of China's HIS output volume has been exported in recent years. China has witnessed a growth in output value of all the major HIS in recent years. The fastest is sucralose, then aspartame, growing by 240% and 42% annually from 2002~2006, in spite that the price of sucralose and aspartame has both been declining in recent years. The output value of saccharin and cyclamate also grows by 3.1% and 4.6% respectively, although their output volume both has shrunk.

China imports only a little HIS and in recent 3 years, China's HIS import volume has been no more than 100 tonnes, accounting for less than 0.5% of China's HIS consumption. China's HIS import volume reached the peak at 216 tonnes in 2004.

The total HIS consumption by volume in China decreased from 34.8 kt in 2002 to 23.3 kt in 2006, declining by CAGR 9.5%. This decline in consumption volume is attributed to China's HIS consumption structure change in recent years. Consumption of HIS with lower unit sweetness has shrunk and that with higher sweetness has expanded. For example, the consumption volume of cyclamate in China decreased by

14.1% annually from 2002 to 2006.

From 2002 to 2006, the total sweetness consumption in China grows by 6.6% annually. The consumption of sugar and starch sugar grows by CAGR 4.9% and 25.6% respectively, and annually during 2002~2006. However, HIS consumption declines by 0.6% annually from 2002~2006. Obviously, HIS is not as competitive as sugar and starch sugar, although the unit sweetness price of HIS is just about 1/10 of that of sugar and starch sugar.

Food & beverage industry is the major consumption field for HIS in 2007, consuming about 75% of HIS by volume, and 81% by value. For aspartame, ace-K and sucralose, the figure is much higher. Except saccharin, over 80% of the rest HIS is consumed in food & beverage industry.

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Figure IV-2.2.15-3 Projection of future HIS demand from ice cream, 2008~2017, tonne

Figure IV-2.2.16-1 HIS consumption in distilled spirit, 2002~2007, tonne

Figure IV-2.2.16-2 Growth of HIS consumption in distilled spirit, 2003~2007, %

Figure IV-2.2.16-3 Projection of future HIS demand from distilled spirit, 2008~2017, tonne

Figure IV-2.2.17-1 HIS consumption in toothpaste, 2002~2007, tonne

Figure IV-2.2.17-2 Growth of HIS consumption in toothpaste, 2003~2007, %

Figure IV-2.2.17-3 Projection of future HIS demand from toothpaste, 2008~2017, tonne

**COMPANIES MENTIONED**

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