

# Survey of HIS in Japan

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## Abstracts

**Description:** CCM has finished a market report named Survey of High Intensity Sweeteners in Asia Pacific in Feb. 2011. In order to meet clients' different demands and provide more low-price products, we separated it into many sub-reports with different specific themes. Survey of High Intensity Sweetener in Indonesia is one of the sub-reports.

High Intensity Sweeteners (HIS), have been popular since the production cost decrease in recent years and sucrose gradually substituted by HIS in the production of end-use products, for instance, stevioside as nature-sweetener which is regarded as one of the most safest sugar-substitute has been rapidly promoted in the worldwide in 2009, approval of rebaudioside A by the French Food Safety Authority (AFFSA), which is deemed as the opportunity to explore the whole European market. Indonesia is one of the most important HIS suppliers, playing a significant role in Asia Pacific market, thus the situations of this region are most concerned.

This sub-report will penetrate six main aspects for Indonesia HIS situation: production and producers, demand and end-use segments, trade situation, etc. For example, production and producer sector will include data as below: output, producer basic information, producer capacity and output volume price of HIS 2009-2010.

You will benefit intelligence from this sub-report as follows:

- 1 Acquire overview of Indonesia's high intensity sweetener market intelligence
- 2 Get environment of industrial development, like policies, other substitutes, consumption habits, etc.
- 3 Acquaintance about market of major 7 categories of HIS: stevia sweetener, Cyclamate, aspartame, saccharin, etc.
- 4 Find out where Indonesia market will go next and how your business can be involved

in

5 Better understanding of Indonesia's market dynamic: production, end-use segment, trade situation, demand, etc.

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### COMPANIES MENTIONED

Ajinomoto Japan Co., Ltd., Kitama Corporation Ltd., Morita Kagagu Kogyo Co., Ltd.,  
Nippon Paper Chemicals Co., Ltd., Ikeda Tohka Industries Co., Ltd.

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