

Reduced Sugar Food & Beverages Market Size, Share & Trends Analysis Report By Product (Bakery, Beverages, Confectionery, Dairy, Snacks), By Distribution Channel (Supermarkets & Hypermarkets), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Reduced Sugar Food & Beverages Market Growth & Trends

The global reduced sugar food & beverages market size is expected to reach USD 99.79 billion by 2030, registering a CAGR of 8.9% over the forecast period, according to a new report by Grand View Research, Inc. The growing global awareness of healthy foods with reduced sugar and calories is a primary driving factor for market growth. Furthermore, significant changes in the food consumption patterns of consumers in lockdown across the globe aided market growth. The other factors that contribute to market growth include the growing diabetic and obese population across the globe.

Due to the multiple health benefits, the demand for reduced sugar food and beverages has surged during the COVID-19 pandemic. Healthy foods with minimal calorie and sugar content gained popularity during the pandemic to meet the demand for nutritious ingredients. The increased emphasis on maintaining physical fitness is a primary factor driving the market growth during the COVID-19 outbreak. In addition, various health organizations such as WHO also recommended a well-balanced diet that contains less sweetened goods to maintain a robust immune system and lower the risk of acquiring COVID-19. Furthermore, the increase in online grocery sales during the pandemic led to market expansion.

The beverages segment contributed to a significant market share in 2021. The market is mainly driven owing to the significant demand for healthy and less sweetened energy and sports drinks across the globe. Moreover, the rising demand for flavored water and carbonated soft drinks containing less sugar and high minerals further contributes to the market growth. Various health groups have advocated that limiting sugar intake in beverages increases the global use of fewer artificial sweetener-based soft drinks.

The online segment is expected to register considerable growth during the forecast years. The growing attention of food and beverage businesses on implementing e-commerce technology to improve product sales can be attributed to the market growth. By utilizing the online sales platform, the reduced sugar food and beverage providers have chosen door-step delivery with minimal tenure. Furthermore, the expanding global consumer attraction toward an online platform for grocery shopping leads to market expansion over the forecast period.

Europe accounted for a substantial revenue share due to increased demand for health and wellness food products in the U.K., Germany, and France to preserve long-term health, which is driving the market growth. Furthermore, considerable growth in sales of low-sugar bread and confectionery items in Spain and Italy contributed to the market share. Furthermore, the expanding promotion of fewer sugar-based snacks via social media raised the demand for reduced sugar food and beverages in the region.

Reduced Sugar Food & Beverages Market Report Highlights

Europe holds a significant revenue share of over 25% in 2021 and is expected to grow with a CAGR of 8.7% from 2022 to 2030. This market contribution is attributed to the significant popularity of the low sugar food & beverages as the best healthy diet option for all age groups citizens

The beverages segment is estimated to contribute the largest market share of over 40% of the market in 2021. The rising demand for various sports and energy drinks having less sugar content across the globe contributed to the largest share

The online segment is expected to register the fastest growth during the forecast years, with a CAGR of 10.1% from 2022 to 2030. The increasing use of online shopping portals and mobile apps for grocery shopping around the world is expected to support segment growth

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