

# U.S. Sugar Substitutes Market Size, Share & Trends Analysis Report By Type (High Intensity Sweeteners, Low Intensity Sweeteners, High Fructose Syrup), By Application (Food, Beverages, Health & Personal Care), And Segment Forecasts, 2025 - 2033

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## Abstracts

The U.S. sugar substitutes market size was estimated at USD 2.23 billion in 2024, and is projected to reach USD 4.15 billion by 2033, growing at a CAGR of 7.1% from 2025 to 2033. The growth of the sugar substitute market in the U.S. is driven by increasing health consciousness, prevalence of diabetes and obesity, and the demand for low-calorie and natural sweeteners in food and beverages.

The U.S. sugar substitutes industry is driven by growing concerns about excessive sugar consumption and its associated health issues. According to the Centers for Disease Control and Prevention (CDC), Americans consume excessive amounts of added sugar, with men consuming an average of 19 teaspoons per day and women consuming 15 teaspoons, far exceeding the recommended intake levels. The CDC's guidelines recommend that added sugars should account for less than 10% of daily calories, prompting a shift in consumer behavior toward healthier alternatives. As a result, food and beverage manufacturers are reformulating their products to incorporate sugar substitutes.

The rising prevalence of obesity and diabetes is another significant factor driving the growth of the sugar substitutes market in the U.S. The American Diabetes Association (ADA) estimates that over 37 million Americans are living with diabetes, and this number continues to rise as the obesity rate in the country grows. As both conditions are linked to excessive sugar consumption, there is increasing demand for low-calorie, sugar-free alternatives. Products like Equal and Sweet'N Low, which use saccharin and

aspartame, respectively, are growing in popularity. Additionally, regulatory actions, such as the FDA's initiatives to reduce added sugar in food products and their push for manufacturers to voluntarily reduce sugar content, further support the adoption of sugar substitutes in the market. For instance, the Healthy, Hunger-Free Kids Act has encouraged schools to use sugar alternatives in student meals.

Consumer preferences are also shifting, with an increasing number of people seeking "clean-label," plant-based, and low-calorie ingredients. As consumers become more health-conscious, there is a shift toward natural sweeteners such as stevia and monk fruit, which provide sweetness without the added calories. Truvia, a popular stevia-based sweetener, is now widely used in beverages and baked goods, capitalizing on the demand for natural, plant-based ingredients. Growing concerns about the negative health impacts of sugar, such as weight gain, diabetes, and heart disease, fuel this trend. Similarly, Halo Top, a brand of low-calorie ice cream, uses erythritol and stevia as sugar substitutes, appealing to health-conscious consumers.

Advancements in formulation technology are another key factor contributing to the market's growth. Improvements in sweetener technology, including enhanced taste profiles, improved solubility, and increased stability, have made sugar substitutes more viable in a wider range of products. This technical progress has expanded their use in beverages, confectionery, and even dairy products. Ingredion, for example, launched PURECIRCLE clean-label stevia extract, which offers enhanced solubility and taste, making it more suitable for use in various applications. The increased availability of sugar substitutes through online retail channels, combined with the responsiveness of large food companies to market demands, has further accelerated the adoption of sugar substitutes in the U.S. market. Brands like Amazon and Walmart offer an expanding range of sugar-free and low-calorie products.

## U.S. Sugar Substitutes Market Report Segmentation

This report forecasts volume & revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021-2033. For this study, Grand View Research has segmented the U.S. sugar substitutes market report based on type and application:

Type Outlook (Volume, Thousand Tons; Revenue, USD Million, 2021 - 2033)

High Intensity Sweeteners

Natural

Stevia Extracts

Licorice Root Extracts

Monk Fruit Extracts

Artificial

Aspartame

Cyclamate

Saccharin

Sucralose

Others

Low Intensity Sweeteners

Xylitol

Sorbitol

Maltitol

Mannitol

Trehalose

Isomaltulose

Others

High Fructose Syrup

Application Outlook (Volume, Thousand Tons; Revenue, USD Million, 2021 -

2033)

Food

Bakery

Confectionery

Dairy

Others

Beverages

Juices

Functional Drinks

Carbonated Drinks

Non-Dairy

Milk and Dairy

Others

Health & Personal Care

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