

# **Alternative Sweeteners Market Report by Product Type (High Fructose Syrup, High-Intensity Sweeteners, Low-Intensity Sweeteners), Source (Natural, Synthetic), Application (Food, Beverages, and Others), and Region 2024-2032**

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## **Abstracts**

The global alternative sweeteners market size reached US\$ 4.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 7.0 Billion by 2032, exhibiting a growth rate (CAGR) of 4.05% during 2024-2032.

Alternative sweeteners refer to low-calorie additives that are extensively employed to sweeten and enhance the flavor of various food and beverages. They can be prepared naturally or synthetically from multiple ingredients, including sucralose, aspartame, and acesulfame-k. Unlike sugar, alternative sweeteners are utilized in reduced concentrations since they possess a higher level of sweetness. Apart from this, they exhibit a low glycemic index, which helps maintain insulin levels post-intake of several consumer goods. Alternative sweeteners also aid in mitigating the risk of cavities and tooth decay and ensuring a healthy weight. Consequently, they find extensive applications in confectionery, dairy, pharmaceutical, animal feed, bakery, and beverages to improve their shelf life and taste. Currently, alternative sweeteners are mainly available in high- and low-intensity types.

### **Alternative Sweeteners Market Trends:**

The considerable expansion in the food and beverage (F&B) sector and the increasing need for sugar-free ready-to-eat (RTE) and ready-to-drink (RTD) beverages are majorly driving the market growth. This is further supported by the growing disposable incomes, hectic lifestyle schedules, and evolving consumer preferences. Furthermore, the rising health concerns and the escalating incidences of diabetes and obesity are augmenting

the demand for low-calorie sweeteners to mitigate health-related issues, which is acting as another growth-inducing factor. In line with this, the growing consumer awareness regarding the availability of both naturally and synthetically produced alternative sweeteners across diverse online and offline distribution channels is contributing to the market growth. Other factors, such as the employment of advanced manufacturing solutions to facilitate mass production with reduced time and expenditure and the frequent mergers and acquisitions (M&A) amongst key players to launch organic alternative sweeteners, are creating a positive outlook for the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global alternative sweeteners market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product type, source and application.

#### Breakup by Product Type:

- High Fructose Syrup
- High-Intensity Sweeteners
- Low-Intensity Sweeteners

#### Breakup by Source:

- Natural
- Synthetic

#### Breakup by Application:

- Food
- Beverages
- Others

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
- China

Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Ajinomoto Co. Inc., Archer-Daniels-Midland Company, BENEOL (S&Zucker AG), Cargill Incorporated, Celanese Corporation, DuPont de Nemours Inc., Heartland Food Products Group, Ingredion Inc., Roquette Frères and Tate & Lyle PLC.

#### Key Questions Answered in This Report

1. What was the size of the global alternative sweeteners market in 2023?
2. What is the expected growth rate of the global alternative sweeteners market during 2024-2032?
3. What are the key factors driving the global alternative sweeteners market?
4. What has been the impact of COVID-19 on the global alternative sweeteners market?
5. What is the breakup of the global alternative sweeteners market based on the product type?
6. What is the breakup of the global alternative sweeteners market based on the application?
7. What are the key regions in the global alternative sweeteners market?

8. Who are the key players/companies in the global alternative sweeteners market?

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