

Food Sweetener Market Report by Product Type (Sucrose, Starch Sweeteners and Sugar Alcohols, High Intensity Sweeteners (HIS)), Application (Bakery and Confectionery, Dairy and Desserts, Beverages, Meat and Meat Products, Soups, Sauces and Dressings, and Others), Distribution Channel (Supermarkets and Hypermarkets, Departmental Stores, Convenience Stores, Online Stores, and Others), and Region 2024-2032

<https://marketpublishers.com/r/F754CB1401A9EN.html>

Date: March 2024

Pages: 149

Price: US\$ 3,899.00 (Single User License)

ID: F754CB1401A9EN

Abstracts

The global food sweetener market size reached US\$ 91.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 109.9 Billion by 2032, exhibiting a growth rate (CAGR) of 2.01% during 2024-2032. The growing health consciousness, rising demand for clean label and natural ingredients in consumable products, and increasing focus on creating sweetening solutions with improved taste profiles and enhanced functionalities are some of the major factors propelling the market.

Food sweetener is added to foods and beverages to impart a sweet taste without the high-calorie content associated with sugar. It comprises various sugar alcohols, such as xylitol, erythritol, and sorbitol. It can be natural or artificial and is used to sweeten a wide range of consumable products, including soft drinks, snacks, and baked goods. It can be manufactured with natural ingredients: honey, maple syrup, and stevia. It can also be made from artificial components, such as aspartame, saccharin, and sucralose. It helps to accommodate dietary restrictions, reduce calorie intake, or manage health conditions like diabetes.

At present, the increasing demand for various natural sweeteners in low-calorie energy bars, granola bars, and muesli, which are consumed among fitness enthusiasts and health-conscious individuals, is impelling the growth of the market. Besides this, the stringent government regulations and public health initiatives aimed at curbing sugar consumption are encouraging food manufacturers to reformulate their products by adding sugar substitutes, including artificial sweeteners and sugar alcohols. In addition, the growing demand for sweeteners that offer reduced calorie content and a lower glycemic impact due to the rising occurrence of diabetes among the masses is offering a favorable market outlook. Apart from this, the increasing investment in research operations to create sweetening solutions, including novel sweeteners with improved taste profiles and enhanced functionalities, is supporting the growth of the market.

Food Sweetener Market Trends/Drivers:

Growing health consciousness among consumers

The growing health consciousness among consumers is currently exerting a positive effect on the growth of the food sweetener market. Besides this, the heightened awareness about the harmful impacts of excessive sugar consumption is rising the demand for low-calorie and natural sweeteners. Manufacturers are continuously innovating and introducing new sweetening solutions that cater to evolving consumer preferences. These innovative sweeteners, such as stevia and monk fruit extracts, are gaining prominence as they are perceived as healthier alternatives to traditional sugar. Moreover, regulatory bodies are playing a pivotal role in promoting health-conscious choices by implementing sugar reduction initiatives and labeling requirements that encourage transparency in product information.

Rising demand for clean label and natural ingredients in consumable products

At present, the rising demand for clean labels and natural ingredients in consumable products is propelling the utilization of natural food sweeteners. This is prompting food manufacturers to reevaluate their product formulations and opt for food sweeteners that meet the criteria of being clean label and derived from natural sources. Consumers are also actively seeking products that contain sweeteners like stevia, agave nectar, honey, and maple syrup, among others, due to their perceived health benefits and natural origins. This shift in consumer preference is leading to an expansion in the variety of sweeteners available in the market. Furthermore, regulatory agencies and industry associations are emphasizing the importance of transparency in labeling and ingredient sourcing. This is leading to an increased focus on accurately depicting the nature of

sweeteners used in food products and bolstering the demand for clean labels and natural sweeteners.

Increasing consumption of plant-based products

The increasing consumption of plant-based products driven by a growing awareness among consumers of the health and environmental benefits associated with plant-based diets is contributing to the growth of the food sweetener market. Manufacturers are also actively working to create new plant-based sweeteners that can replicate the taste and functionality of traditional sweeteners like sugar and high-fructose corn syrup. These ongoing efforts are driven by the need to cater to the demands of health-conscious individuals who seek healthier and more sustainable alternatives in their food choices. Additionally, the rising consumption of plant-based products among health-conscious individuals and vegans is leading to a broader range of applications for plant-based sweeteners. They are being incorporated into various food and beverage products, including snacks, beverages, and even processed foods, to meet the evolving dietary preferences of consumers.

Food Sweetener Industry Segmentation:

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

Breakup by Product Type:

- Sucrose
- Starch Sweeteners and Sugar Alcohols
- Dextrose
- High Fructose Corn Syrup (HFCS)
- Maltodextrin
- Sorbitol
- Xylitol
- Others
- High Intensity Sweeteners (HIS)
- Sucralose
- Stevia
- Aspartame
- Saccharin
- Neotame

Acesulfame Potassium (Ace-K) Others

Sucrose accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product type. This includes sucrose, starch sweeteners and sugar alcohols [dextrose, high fructose corn syrup (HFCS), maltodextrin, sorbitol, xylitol, and others] and high intensity sweeteners (HIS) [sucralose, stevia, aspartame, saccharin, neotame, acesulfame potassium (Ace-K), and others]. According to the report, sucrose represented the largest segment.

Sucrose is a disaccharide carbohydrate made of two simple sugars, glucose and fructose, chemically bonded together. It is a naturally occurring component found in various plants, with sugar cane and sugar beet being the primary commercial sources of sucrose production. The primary function of sucrose in food is to add sweetness and improve the overall flavor profile. Sucrose is used to enhance the flavor of a wide range of consumables, including beverages, baked goods, confectionery, and desserts. It plays a crucial role in baking by contributing to the texture, color, and flavor of baked goods. It also contributes to the browning and caramelization of crusts.

Breakup by Application:

Bakery and Confectionery

Dairy and Desserts

Beverages

Meat and Meat Products

Soups, Sauces and Dressings

Others

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes bakery and confectionery; dairy and desserts; beverages; meat and meat products; soups, sauces, and dressing; and others.

Food sweeteners play a crucial role in the bakery and confectionery industry, where they are used to enhance the taste, texture, and overall quality of various products. They help to provide sweetness to products like cakes, cookies, pastries, chocolates, and candies. They can add moisture, tenderness, and chewiness to products like brownies, cookies, and muffins. Sweeteners like glycerin and sorbitol have humectant properties as they attract and retain moisture. These sweeteners are used to extend the

shelf life of baked goods, keeping them soft and fresh for longer periods.

Sweeteners, such as sucrose (table sugar), high-fructose corn syrup (HFCS), and various syrups, are used to sweeten a wide range of dairy products and desserts, including ice cream, yogurt, pudding, and custards. They add the desired level of sweetness and complement the natural flavors of ingredients like vanilla, chocolate, fruit, and nuts.

Sweeteners can enhance the overall flavor profile of beverages by complementing and balancing other flavors. They are often used in combination with natural or artificial flavors to create a well-rounded taste experience. In acidic beverages like lemonade and sports drinks, sweeteners are used to balance the tartness of citric acids, making the beverage more palatable. Sweeteners can help stabilize carbonated beverages by reducing the rate of carbon dioxide loss, ensuring that the product maintains its effervescence over time.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Departmental Stores

Convenience Stores

Online Stores

Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, departmental stores, convenience stores, online stores, and others.

There is a significant demand for sweeteners from consumers who are looking for alternatives to traditional sugar for various reasons, including health concerns, dietary preferences, and calorie control. Supermarkets and hypermarkets cater to this demand by offering a wide range of sweetener options.

Department stores are large retail establishments that offer a wide range of merchandise and goods across various categories and departments. They are characterized by their extensive product offerings, organized layout, and often upscale or mid-range atmosphere. They also sell a wide range of food sweeteners, which can be added to food and beverages to improve their flavor profile.

Convenience stores are typically open for extended hours, often 24 hours a day, seven days a week. These stores are designed to provide consumers with quick and convenient access to several everyday items and necessities, including food sweeteners.

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

Asia Pacific leads the market, accounting for the largest food sweetener market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

Asia Pacific held the biggest market share due to the rising consumption of natural sweeteners among the masses to prevent the occurrence of diabetes and obesity. Besides this, the increasing trend towards healthier eating and wellness is encouraging individuals to look for products that are perceived as healthier alternatives, which include products with reduced sugar content or natural sweeteners.

Apart from this, the rising investment in product innovation to meet consumer demand for novel and unique products is contributing to the growth of the market. Additionally, the increasing demand for convenient consumable products that eliminate the hassle of cooking is supporting the growth of the market.

North America is estimated to expand further in this domain due to the increasing consumption of energy drinks among athletes and fitness enthusiasts to stay hydrated. Moreover, the rising availability of food sweeteners in various online grocery stores is bolstering the growth of the market.

Competitive Landscape:

Key market players are investing in research operations to create innovative sweetener products that cater to changing consumer preferences. They are also developing natural sweeteners, reducing the calorie content of their products, and improving the taste and texture of sugar substitutes. Top companies are expanding their product portfolios by offering a range of sweeteners, including artificial sweeteners like sucralose and aspartame, natural sweeteners like stevia and monk fruit extract, and sugar-alcohol sweeteners like erythritol and xylitol. They are also engaging in marketing campaigns to promote their sweetener products and educate consumers about their benefits. Leading companies are adopting sustainable practices by sourcing raw materials responsibly, reducing waste, and implementing eco-friendly production processes to appeal to environmentally conscious consumers.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Ajinomoto Co. Inc.
Archer-Daniels-Midland Company
Cargill Incorporated
Celanese Corporation
DuPont de Nemours Inc.

Foodchem International Corporation
GLG Life Tech Corporation
Ingredion Incorporated
NutraSweet Company (Manus Bio)
S&W Seed Company
Tate & Lyle PLC
Tereos

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Recent Developments:

In November 2020, Ajinomoto Co. Inc. announced that it will launch stevia sweetener AJISWEET™ RA for manufacturers of beverages, confectioneries and other products in the United States.

In July 2020, Cargill Incorporated announced the addition of a new product in its sweetener portfolio C?TruSweet® 01795, which enables a 30% sugar and calorie reduction in beverages and other food applications via lower usage levels.

In 2023, NutraSweet Company has become the first stevia producer in the world with an owned and fully integrated supply chain that includes sourcing and extraction in South America and production in the U.S.

Key Questions Answered in This Report

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

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