

# Sorbitol Market Report by Application (Cosmetics and Toiletries, Food and Beverage, Pharmaceuticals, Toothpaste, Industrial Surfactants, and Others), Type (Liquid Sorbitol, Powder Sorbitol), Feedstock (Corn, Wheat, Cassava, and Others), and Region 2024-2032

<https://marketpublishers.com/r/S5FF31743C12EN.html>

Date: April 2024

Pages: 137

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

ID: S5FF31743C12EN

## Abstracts

The global sorbitol market size reached 2.73 Million Tons in 2023. Looking forward, IMARC Group expects the market to reach 3.01 Million Tons by 2032, exhibiting a growth rate (CAGR) of 1% during 2024-2032. The increasing demand for premium apparel, rising awareness about the importance of maintaining oral hygiene among individuals, and the growing product utilization in the manufacturing of polyurethane foam are some of the major factors propelling the sorbitol market.

Sorbitol, also known as glucitol, is a sugar alcohol in a white and odorless crystalline powder form that is extracted from plants and fruits, such as apples, peaches, plums, pears, and apricots. It can also be produced commercially from glucose and corn syrup by electrolytic reduction or hydrogenation process. It is commonly available in crystalline and liquid variants, which is used in sugar-free culinary preparation to improve their quality, texture, and taste, extend shelf-life, prevent drying and aging, and protect against the precipitation of sugar effectively.

The increasing demand for premium apparel that requires high-quality products to maintain the fabric quality is resulting in the rising use of sorbitol in the production of surfactants. This is strengthening the market growth around the world. Moreover, there is a rise in the usage of sorbitol as a humectant in toothpaste to prevent loss of water in the toothpaste and protect against tooth decay. This, coupled with the growing occurrence of tooth decay, especially among children, and the rising awareness among individuals about the importance of maintaining regular oral hygiene, is influencing the

market positively. Furthermore, the increasing adoption of sorbitol in the animal feed industry to provide an energy source for livestock and help enhance palatability and promote animal health is contributing to the market growth. Besides this, the rising use of sorbitol in the production of adhesives, resins, and coatings as a plasticizer agent is propelling the growth of the market.

#### Sorbitol Market Trends/Drivers:

Significant growth in food and beverage (F&B) industry augmenting market growth

There is an increase in the use of sorbitol as a bulking and thickening agent in the preparation of sugar free food products and beverages, such as chocolate, shakes, jam, jellies, ice cream, candies, smoothies, cookies, bread, cake, pizza, and biscuits, to provide sweetness, enhance texture and improve their shelf life. This, coupled with the rising consumer preferences for low-calorie processed food products and beverages on account of the surging prevalence of diabetes, represents one of the major factors bolstering the market growth around the world. Moreover, the growing number of commercial spaces, including restaurants, cafes, hotels, and quick service restaurants (QSRs), which offer sorbitol-based food products for catering to health conscious consumers are impelling the market growth.

Expansion of pharmaceutical industry positively influencing sales of sorbitol

There is an increase in the use of sorbitol as an excipient in liquid formulations, such as syrups, suspensions, and oral solutions. It is also utilized as a binder or filler in tablet formulations to provide cohesive properties. Besides this, sorbitol is used as a cryoprotectant in the preservation of cells, tissues, and organs to protect biological samples from damage during freezing and thawing processes by reducing ice crystal formation and osmotic stress. This, along with the growing need for prescription drugs due to the surging prevalence of medical conditions like diabetes and obesity, is influencing the market positively.

Growing use of personal care products and cosmetics strengthening market growth

Sorbitol is used in the manufacturing of personal care and cosmetic products, such as moisturizers, shampoos, conditioners, shower gels, body washes, lip balms, toners, serums, lotions, face masks, face wash, cleansers, and foundations. This can be attributed to the rising physical consciousness among individuals. It aids in hydrating the skin, improving its elasticity, preventing skin dryness, maintaining skin softness, and providing a smoother appearance.

### Sorbitol Industry Segmentation:

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

### Breakup by Application:

- Cosmetics and Toiletries
- Food and Beverage
- Pharmaceuticals
- Toothpaste
- Industrial Surfactants
- Others

### Sorbitol finds extensive application in pharmaceuticals

The report has provided a detailed breakup and analysis of the sorbitol market based on the application. This includes cosmetics and toiletries, food and beverage, pharmaceuticals, toothpaste, industrial surfactants, and others. According to the report, pharmaceuticals represented the largest segment as sorbitol is used as a stabilizer in various tablets and syrups to maintain the stability and integrity of medications. It also helps to improve the taste, mouthfeel, and palatability of the medication, which makes it more appealing and easier to administer. Sorbitol is also utilized in the development of drug delivery systems, such as controlled release formulations. It helps protect sensitive active pharmaceutical ingredients (APIs) from degradation caused by exposure to oxygen, moisture, or temperature fluctuations. It can also be employed as an ingredient in parenteral formulations, including intravenous solutions and injectable medications. It assists in adjusting tonicity and osmolality, which ensures compatibility with body fluids and minimizes irritation or discomfort at the injection site.

Sorbitol is employed in the food and beverage (F&B) industry to enhance the flavor profile of certain food and beverage products. It can provide a slight sweetness and enhance the taste perception, contributing to the overall sensory experience. It also aids in protecting the food from damage during freezing and thawing processes by reducing ice crystal formation and maintaining the quality of the product.

### Breakup by Type:

Liquid Sorbitol

Powder Sorbitol

Liquid sorbitol represents most popular type

A detailed breakup and analysis of the sorbitol market based on the type has also been provided in the report. This includes liquid sorbitol and powder sorbitol. According to the report, liquid sorbitol represented the largest segment. Liquid sorbitol is a clear, viscous liquid used in various applications, including food and beverage products, pharmaceutical formulations, and personal care products. It is used as a sweetener, humectant, and stabilizer in various liquid formulations.

On the other hand, powder sorbitol is obtained by drying the liquid sorbitol to remove the water content. It retains the functional properties of liquid sorbitol and is commonly used in applications, such as powdered food products, dry mixes, tablet formulations, and powdered personal care products. It can be found in various particle sizes and grades to cater to different application requirements.

Breakup by Feedstock:

Corn

Wheat

Cassava

Others

Corn feedstock is widely used in the production of sorbitol

A detailed breakup and analysis of the sorbitol market based on the material has also been provided in the report. This includes corn, wheat, cassava, and others. According to the report, corn represented the largest segment. Corn is a commonly used variant and widely available in the market. Sorbitol derived from corn, also known as sorbitol corn, is obtained by extracting and processing the starch from corn kernels.

Sorbitol derived from wheat as a feedstock is produced by extracting starch from wheat grains and undergoing similar processes of enzymatic or chemical hydrolysis. It is considered a clean label ingredient, as it is derived from a natural source. It aligns with consumer preferences for natural and minimally processed ingredients in food and beverage products.

Sorbitol obtained from cassava or other feedstocks is non-cariogenic, which makes it a suitable alternative to sugar in oral care products. It provides sweetness without contributing to tooth decay and promoting oral health. It retains the functional properties of sorbitol, including its sweetening, humectant, and stabilizing properties. It also aids in improving the taste, texture, and shelf life of various products.

#### Breakup by Region:

China  
United States  
Europe  
Indonesia  
India

China exhibits a clear dominance, accounting for the largest sorbitol market share

The report has also provided a comprehensive analysis of all the major regional markets, which include China, United States, Europe, Indonesia, and India. According to the report, China accounted for the largest market share.

China held the biggest market share due to the increasing health consciousness among people. Moreover, the rising prevalence of diabetes and obesity among individuals in China is catalyzing the demand for sorbitol as it has low glycemic index properties, which makes it suitable for diabetic friendly and weight management products. Besides this, initiatives undertaken by governing authorities of the country to promote the use of low calorie sweeteners like sorbitol and reduce sugar consumption is creating a positive outlook for the market.

#### Competitive Landscape:

The leading companies in the global sorbitol market are launching bio based variants that are obtained from renewable feedstocks, including agricultural waste, biomass, and other sustainable sources, which reduces dependence on fossil fuel based feedstock. In addition, key players are focusing on clean label requirements on account of the rising demand of consumers for clean labels and natural ingredients. Moreover, the advent of new product formats, such as chewable tablets, gummies, or dissolvable strips, to enhance consumer convenience and improve their overall experience is creating a favorable outlook for the market. Owing to these developments, it is expected that the market will witness new entrants, consolidation of the product portfolio, and increased

collaborations for driving healthy competition within the domain.

The report has provided a comprehensive analysis of the competitive landscape in the global sorbitol market. Detailed profiles of all major companies have also been provided.

#### Recent Developments:

In 2021, Archer Daniels Midland Company, a global leader in nutrition and agricultural processing, announced the acquisition of Sojaprotein, a leading European provider of non-GMO soy ingredients in Chicago.

Sunar Misir planned to upscale its installed capacity for its sorbitol and maltitol facility in Turkey by the end of 2019.

In 2021, US-based food processor Cargill, Incorporated acquired the bio-industrial business of the British specialty chemical maker Croda International plc for about USD 1 billion to is continuing its push into biobased chemicals in Asia, Europe, and the Netherlands.

#### Key Questions Answered in This Report

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

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