

Sugar Substitutes Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global sugar substitutes market size reached US\$ 17.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 22.6 Billion by 2028, exhibiting a growth rate (CAGR) of 4.4% during 2023-2028.

Sugar substitutes are food additives that are used in place of table sugar (sucrose) to sweeten and enhance the flavor of edibles. As their intake does not immediately increase blood sugar, these substitutes are extensively used in the preparation of sugar-free foods and beverages like baked goods, candies, soft drinks, canned foods, dairy products, powdered drink mixes, puddings and jellies. Some of the popular sugar substitutes available in the market include D-tagatose, sorbitol, xylitol, stevia, maltitol, acesulfame and neotame.

Global Sugar Substitutes Market Drivers:

Sugar substitutes are constantly replacing sugar in the food and beverage industry owing to the rising awareness of the negative health effects of sugar along with the increasing cases of obesity around the globe. For instance, food manufacturers are introducing low-calorie variants of food products to expand their consumer base. Several sugar substitutes are safe for diabetic patients as they allow them to enjoy sweet foods without affecting their insulin levels. The rising prevalence of diabetes, especially in the Middle Eastern countries, has further increased the consumption of sugar-free food items, thereby bolstering the growth of the market.

The consumption of sugar results in tooth decay as the bacteria present in dental plaque metabolize sugar and release acid that can damage the teeth enamel. On the

contrary, sugar substitutes like stevia provide active dental benefits and hinder the formation of plaque.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sugar substitutes market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, application and origin.

Breakup by Product Type:

High-Intensity Sweeteners

Stevia

Aspartame

Cyclamate

Sucralose

Saccharin

Others

Low-Intensity Sweeteners

D-Tagatose

Sorbitol

Maltitol

Xylitol

Mannitol

Others

High Fructose Syrup

Based on product type, high-intensity sweeteners are the most popular product type as they provide negligible energy and a more satisfactory texture in comparison with other sugar substitute products. Some of the common high-intensity sweeteners are stevia, aspartame, cyclamate, sucralose and saccharin.

Breakup by Application:

Foods

Beverages

Health and Personal Care

Sugar substitutes are commonly used in the production of beverages like energy drinks,

instant teas, soft drinks, juices and diet sodas. Fast-paced lifestyle of the working population has increased the consumption of convenient and ready-to-drink beverages, thereby providing a thrust to the market growth.

Breakup by Origin:

Artificial

Natural

Based on the market segmentation by origin, natural sugar substitutes hold the largest market share.

Regional Insights:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

On the geographical front, North America enjoys the leading position in the market. Hectic lifestyles and high expendable incomes have escalated the obesity rates in the region. Increasing awareness of the benefits of sugar substitutes has further contributed to the growth of the market.

Competitive Landscape:

The competitive landscape of the market has been examined in the report with detailed profiles of the key players. Some of the major market players include:

Tate & Lyle PLC

Cargill, Incorporated

PureCircle Ltd.

Roquette Frères S.A.

E. I. du Pont de Nemours and Company

Archer Daniels Midland Company

Ajinomoto Co. Inc.

Ingredion Incorporated

Flavors Holdings Inc.

JK Sucralose Inc.

Key Questions Answered in This Report:

How has the global sugar substitutes market performed so far and how will it perform in the coming years?

What are the key regions in the global sugar substitutes market?

What has been the impact of COVID-19 on the global sugar substitutes market?

Which are the popular product type in the global sugar substitutes market?

What are the key application segments in the global sugar substitutes market?

What are the various stages in the value chain of the global sugar substitutes market?

What are the key driving factors and challenges in the global sugar substitutes market?

What is the structure of the global sugar substitutes market and who are the key players?

What is the degree of competition in the global sugar substitutes market?

How are sugar substitutes manufactured?

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