

# Natural Sweeteners Market by Type (Stevia, Sorbitol, Xylitol, Mannitol, Erythritol, Sweet Proteins, and Others), End-use Sector (Food & Beverage, Pharmaceutical, Direct Sales, and Others), Application, and Region - Global Forecast to 2025

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## Abstracts

According to MarketsandMarkets, the chicory market is estimated to be valued at USD 2.8 billion in 2020 and is projected to reach USD 3.8 billion by 2025, recording a CAGR of 6.1% in terms of value. Natural sweeteners are gaining high importance and demand due to the increasing health concerns over the consumption of sugar and problems related to the safety of some non-nutritive artificial sweeteners. Natural sugars have complete application in the industries, including food processing, pharmaceuticals, personal care, and others, creating demand for the various natural sweeteners. In the global natural sweeteners market, the growing R&D activities associated with diverse applications in which natural sweeteners can be utilized, blending sweeteners with probiotic & prebiotic products, and fluctuating prices & supply of sugar will create potential growth opportunities for the key market players offering natural sweeteners. Apart from that, rising incidences of obesity, diabetic patients, and chronic diseases among the global population, along with rising awareness for substituting sugars with natural sweeteners, is further expected to drive the demand for natural sweeteners.

“By type, the stevia segment is projected to grow at the highest CAGR during the forecast period.”

It is projected that the stevia type is expected to witness a higher growth rate as compared to the types of natural sweeteners available in the market. This is owing to its widespread acceptance and availability across the globe. With the growing demand, the plantation of stevia leaves is witnessing an increase, thereby resulting in a positive

growth outlook. Stevia is 200 to 300 times sweeter than conventional sugar and typically requires about 20% of the land and far less water for providing the same amount of sweetness as other typical sweeteners. Stevia has applications in numerous food and beverage products such as soft drinks, canned fruit and jams, ice cream and other dairy products, cakes and desserts, and alcoholic beverages. Stevia has a zero-calorie characteristic, thereby used globally across various food & beverage products. As its sourced from a plant and is widely available across regions and countries by multiple key players, it is adopted as a popular natural sweetener in applications, including food & beverages, pharmaceutical products, personal care, and consumed directly by end-consumers.

“By application, the beverage application is estimated to account for the fastest growth rate.”

The majority of the beverage products contain sugar or are sugar-based. Also, beverages are the most commonly consumed products across the globe. Beverages such as canned drinks, juices, coffee, and aerated drinks are largely produced using added sugars in order to offer a better taste and mouthfeel. However, this is acting as a major reason behind higher calorie intake among individuals, further leading to obesity and other related diseases. Consumers are switching to lower-calorie versions of the drinks. Alternative sweeteners are essential as they provide and expand beverage choices to control calorie, carbohydrate, or specific sugar intake. Sweeteners are currently preferred in beverages such as diet carbonated drinks, flavored water, and other beverages. With a glycemic index of zero, stevia is an excellent sweetener for reduced-calorie versions of energy drinks, ready-to-drink teas, soft drinks, flavored water, and fruit juices.

“By end-use sector, the food & beverage segment is projected to grow at the highest CAGR during the forecast period.”

Sugars are largely consumed to offer a sweetening taste in an array of food & beverage products. Owing to this, most of the consumption of natural sweeteners is also witnessed in the food & beverage industry. With the growing demand for newer products from the end-consumers, food & beverage manufacturers have been developing and innovating an array of products, including various natural sweeteners.

In the coming few years, the food & beverage industry is projected to witness immense investments from key players worldwide. Thus, the manufacturers of the natural sweetener products mainly target their line of products to food & beverage sector

players only.

“The Asia Pacific region is projected to grow at the highest CAGR during the forecast period”

According to the WHO, until the last decade, in 2010, obesity had reached an epidemic position in a number of Asian countries, including Thailand, India, China, and Indonesia. This is attributed to the unhealthy dietary lifestyles followed by a majority of the population in this region. However, over the years, the region has witnessed a rise in population that is inclined toward healthier lifestyles and balanced dietary habits due to the increase in awareness regarding obesity, which results in a number of human health diseases, including cardiovascular diseases, strokes, and other chronic diseases. Thus, the rise in consumption of health-enriching food products with better tastes and textures is a key factor that is projected to encourage the demand for natural sweeteners in the food & beverage industry. Consumers in the region are making drastic changes in their diet and inclining toward low-calorie, sugar-free products. This creates huge growth opportunities for manufacturers of sweeteners in the Asia Pacific region

#### Break-up of Primaries

By Value Chain: Manufacturers– 85% and Suppliers– 15%

By Designation: CXO's- 33.7%, Managers– 44.0%, and Executives– 22.3%

By Region: North America- 60%, Europe - 18%, Asia Pacific - 10%, South America - 8%, and Middle East & Africa - 4%

Leading players profiled in this report include the following:

DuPont (US), ADM (US),

Tate & Lyle PLC (UK),

Cargill (US),

Ingredion Incorporated (US),

Roquette Frères (France),

FoodChem International Corporation (China),

PureCircle Ltd (US),

MacAndrews & Forbes Holdings Inc (Merisant) (US),

Ecogreen Oleochemicals Pvt Ltd (Indonesia),

Pyure Brands LLC (US),

Stevia Hub India (India),

Suminter India Organics (India),

Stevia Biotech Pvt Ltd (India),

The Real Stevia Company (Sweden),

Sweetly Stevia USA (UK),

XiliNat (Mexico),

Fooditive B.V. (Netherlands),

Sagan? Association (Switzerland), and

Hearthside Food Solutions LLC (US).

## Research Coverage

This report segments the natural sweeteners market on the basis of type, application, end-use sector, and region. In terms of insights, this research report focuses on various levels of analyses—competitive landscape, pricing insights, end-use analysis, and company profiles—which together comprise and discuss the basic views on the emerging & high-growth segments of the natural sweeteners market, high-growth regions, countries, industry trends, drivers, restraints, opportunities, and challenges.

## Reasons to buy this report

To get a comprehensive overview of the natural sweeteners market

To gain wide-ranging information about the top players in this industry, their product portfolio details, and the key strategies adopted by them

To gain insights about the major countries/regions, in which the natural sweeteners market is flourishing

## Contents

### 1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY

1.2 MARKET DEFINITION

1.3 STUDY SCOPE

FIGURE 1 MARKET SEGMENTATION

1.4 REGIONS COVERED

1.5 PERIODIZATION CONSIDERED

1.6 CURRENCY CONSIDERED

TABLE 1 USD EXCHANGE RATES CONSIDERED, 2016–2020

1.7 VOLUME UNIT CONSIDERED

1.8 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 NATURAL SWEETENERS MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.1.1 Key data from secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Key data from secondary sources

2.1.2.2 Breakdown of primaries

2.2 MARKET SIZE ESTIMATION

2.2.1 NATURAL SWEETENERS MARKET SIZE ESTIMATION: METHOD 1

2.2.2 NATURAL SWEETENERS MARKET SIZE ESTIMATION: METHOD 2

2.2.3 NATURAL SWEETENERS MARKET SIZE ESTIMATION NOTES

2.3 DATA TRIANGULATION

FIGURE 3 DATA TRIANGULATION METHODOLOGY

2.4 ASSUMPTIONS FOR THE STUDY

2.5 LIMITATIONS OF THE STUDY

### 3 EXECUTIVE SUMMARY

TABLE 2 NATURAL SWEETENERS MARKET SNAPSHOT, 2020 VS. 2020

FIGURE 4 NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2020 VS. 2025 (USD MILLION)

FIGURE 5 NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2020 VS.

*Natural Sweeteners Market by Type (Stevia, Sorbitol, Xylitol, Mannitol, Erythritol, Sweet Proteins, and Others...*

2025 (USD MILLION)

FIGURE 6 NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2020 VS. 2025 (USD MILLION)

FIGURE 7 NATURAL SWEETENERS MARKET SHARE (VALUE), BY REGION, 2020

## **4 PREMIUM INSIGHTS**

4.1 BRIEF OVERVIEW OF THE NATURAL SWEETENERS MARKET

FIGURE 8 NATURAL SWEETENERS: AN EMERGING MARKET WITH IMMENSE GROWTH POTENTIAL

4.2 NATURAL SWEETENERS MARKET, BY REGION

FIGURE 9 ASIA PACIFIC TO GROW AT THE HIGHEST RATE IN THE NATURAL SWEETENERS MARKET FROM 2020 TO 2025

4.3 NATURAL SWEETENERS MARKET, BY APPLICATION

FIGURE 10 CONFECTIONERIES & GUMS TO DOMINATE THE MARKET FROM

### **2020 TO 2025 (VALUE)**

4.4 NATURAL SWEETENERS MARKET, BY TYPE

FIGURE 11 SORBITOL IS PROJECTED TO DOMINATE THE MARKET FROM

### **2020 TO 2025 (USD MILLION)**

4.5 NATURAL SWEETENERS MARKET, BY END-USE SECTOR

FIGURE 12 FOOD & BEVERAGE SECTOR TO DOMINATE THE MARKET FROM

### **2020 TO 2025 (USD MILLION)**

4.6 NORTH AMERICA: NATURAL SWEETENERS MARKET, BY KEY TYPE & COUNTRY

FIGURE 13 SORBITOL ACCOUNTED FOR THE LARGEST SHARE IN THE NORTH AMERICAN NATURAL SWEETENERS MARKET IN 2019

4.7 NATURAL SWEETENERS MARKET SHARE (VALUE), BY KEY SUBREGIONAL MARKETS

FIGURE 14 THE US, FOLLOWED BY CHINA, OCCUPIED A MAJOR SHARE IN THE GLOBAL MARKET IN 2019

## **5 MARKET OVERVIEW**

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### FIGURE 15 MARKET DYNAMICS: NATURAL SWEETENERS MARKET

#### 5.2.1 DRIVERS

5.2.1.1 Growing awareness regarding healthy foods and rising health-consciousness leading to consumers opting for preventive healthcare alternatives

5.2.1.2 Rising demand for natural sweeteners owing to increasing consumer inclination towards natural products

5.2.1.3 Fluctuations in the prices and supply of conventional sugar drive demand for natural sweeteners

### FIGURE 16 THE FRP OF SUGARCANE PAYABLE BY SUGAR FACTORIES IN INDIA, 2013–2018 (INR/QUINTAL)

#### 5.2.2 RESTRAINTS

5.2.2.1 Ambiguity in the minds of consumers associated with the consumption of natural sweeteners and their ill-effects on human health

5.2.2.2 Adherence to international quality standards and regulations for sweeteners and sweetener-based products

#### 5.2.3 OPPORTUNITIES

5.2.3.1 Growth in developments in the field of application of natural sweeteners across various industries, especially the food & beverage industry

5.2.3.2 Rising R&D activities to develop and formulate newer and advanced natural sweetening products

#### 5.2.4 CHALLENGES

5.2.4.1 Premium pricing of natural sweeteners owing to the higher costs of production

5.2.4.2 Product labeling and claims issues

## 5.3 IMPACT OF COVID-19 ON THE SUPPLY CHAIN OF NATURAL SWEETENERS

## 5.4 PORTER'S FIVE FORCES ANALYSIS

### FIGURE 17 PORTER'S FIVE FORCES ANALYSIS: DEVELOPMENT AND LAUNCH OF NEW PRODUCTS HAVE INTENSIFIED INDUSTRIAL RIVALRY

#### 5.4.1 THREAT OF NEW ENTRANTS

#### 5.4.2 THREAT OF SUBSTITUTES

#### 5.4.3 BARGAINING POWER OF SUPPLIERS

#### 5.4.4 BARGAINING POWER OF BUYERS

#### 5.4.5 INTENSITY OF COMPETITIVE RIVALRY

## 5.5 VALUE CHAIN

### FIGURE 18 NATURAL SWEETENER DEVELOPMENT AND QUALITY ANALYSIS CONTRIBUTE MAXIMUM VALUE TO THE FINAL PRODUCT

## 5.6 YC-YCC SHIFT

### FIGURE 19 YC-YCC SHIFT FOR THE NATURAL SWEETENERS MARKET



## 5.7 MARKET ECOSYSTEM

FIGURE 20 MARKET ECOSYSTEM FOR FOOD INGREDIENTS

5.8 TRADING AND QUALITY PRACTICES FOR NATURAL SWEETENERS

5.9 PRICING ANALYSIS OF NATURAL SWEETENERS

## 6 REGULATIONS

6.1 STRINGENT INTERNATIONAL REGULATIONS OVER NATURAL SWEETENERS

6.1.1 EUROPE

6.1.2 US

6.1.3 CHINA

6.1.4 INDIA

## 7 CASE STUDY ANALYSIS

7.1 CASE STUDIES ON TOP INDUSTRY INNOVATIONS AND BEST PRACTICES

7.1.1 MANUFACTURERS INVESTING IN NEW PRODUCT LAUNCHES, JOINT VENTURES, AND EXPANSIONS IN ORDER TO CATER TO THE GLOBAL RISE IN DEMAND

7.1.2 INCREASE IN THE NUMBER OF CAMPAIGN LAUNCHES AND INITIATIVES IN ORDER TO INFORM CONSUMERS REGARDING SUGAR REDUCTION

7.1.3 NEWER PRODUCTS IN THE NATURAL SWEETENERS MARKET SUCH AS YACON SYRUPS ARE GAINING TRACTION

## 8 NATURAL SWEETENERS MARKET, BY TYPE

8.1 INTRODUCTION

FIGURE 21 NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2020 VS. 2025 (USD MILLION)

TABLE 3 NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 4 NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (KT)

8.2 COVID-19 IMPACT ANALYSIS, BY TYPE

TABLE 5 OPTIMISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2021 (USD MILLION)

TABLE 6 REALISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2021 (USD MILLION)

TABLE 7 PESSIMISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2021 (USD MILLION)

### 8.3 STEVIA

#### 8.3.1 WIDESPREAD APPLICATION AND ACCEPTANCE OF STEVIA ACROSS VARIOUS APPLICATIONS AND INDUSTRY PLAYERS

TABLE 8 STEVIA MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 9 STEVIA MARKET SIZE, BY REGION, 2018–2025 (KT)

### 8.4 SORBITOL

#### 8.4.1 OFFERING VARIOUS FUNCTIONALITIES ACROSS LINE OF PRODUCTS DRIVE THE GROWTH FOR SORBITOL

TABLE 10 SORBITOL MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 11 SORBITOL MARKET SIZE, BY REGION, 2018–2025 (KT)

### 8.5 XYLITOL

#### 8.5.1 AIDING IN DENTAL CARE APPLICATION ALONG WITH OFFERING NATURALLY SWEETENING CHARACTERISTICS

TABLE 12 XYLITOL MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 13 XYLITOL MARKET SIZE, BY REGION, 2018–2025 (KT)

### 8.6 MANNITOL

#### 8.6.1 RISE IN DEMAND FROM THE CONFECTIONERY AND PHARMACEUTICAL INDUSTRIES FOR MANNITOL

TABLE 14 MANNITOL MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 15 MANNITOL MARKET SIZE, BY REGION, 2018–2025 (KT)

### 8.7 ERYTHRITOL

#### 8.7.1 ADDITIONAL FUNCTIONALITIES OFFERED APART FROM SWEETENING

TABLE 16 ERYTHRITOL MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 17 ERYTHRITOL MARKET SIZE, BY REGION, 2018–2025 (KT)

### 8.8 SWEET PROTEINS

#### 8.8.1 POTENTIAL REPLACEMENT TO AN ARRAY OF ARTIFICIAL SWEETENERS ALONG WITH HEALTH ENHANCING CHARACTERISTICS

TABLE 18 SWEET PROTEINS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 19 SWEET PROTEINS MARKET SIZE, BY REGION, 2018–2025 (KT)

#### 8.8.2 CURCULIN

#### 8.8.3 THAUMATIN

#### 8.8.4 OTHER SWEET PROTEINS

TABLE 20 SWEET PROTEINS MARKET SIZE, BY SUBTYPE, 2018–2025 (USD MILLION)

TABLE 21 SWEET PROTEINS MARKET SIZE, BY SUBTYPE, 2018–2025 (KT)

### 8.9 OTHER TYPES

#### 8.9.1 INCREASE IN R&D ACTIVITIES BY KEY PLAYERS AND DEMAND FROM VARIOUS INDUSTRY PLAYERS

TABLE 22 OTHER TYPES MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 23 OTHER TYPES MARKET SIZE, BY REGION, 2018–2025 (KT)

## **9 NATURAL SWEETENERS MARKET, BY APPLICATION**

### **9.1 INTRODUCTION**

FIGURE 22 NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2020 VS. 2025 (USD MILLION)

TABLE 24 NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 25 NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

### **9.2 COVID-19 IMPACT ANALYSIS, BY APPLICATION**

TABLE 26 OPTIMISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 27 REALISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 28 PESSIMISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2021 (USD MILLION)

### **9.3 BAKERY PRODUCTS**

9.3.1 INCREASE IN DEMAND FOR BAKERY PRODUCTS WITH HEALTHIER ALTERNATIVES

TABLE 29 NATURAL SWEETENERS MARKET SIZE IN BAKERY PRODUCTS, BY REGION, 2018–2025 (USD MILLION)

TABLE 30 NATURAL SWEETENERS MARKET SIZE IN BAKERY PRODUCTS, BY REGION, 2018–2025 (KT)

### **9.4 CONFECTIONERIES & GUMS**

9.4.1 RISE IN HEALTH CONCERNS REGARDING CONSUMING SUGAR-BASED CONFECTIONERY PRODUCTS AND ADOPTION OF NEWER INGREDIENTS IN CONFECTIONERIES

TABLE 31 NATURAL SWEETENERS MARKET SIZE IN CONFECTIONERIES & GUMS, BY REGION, 2018–2025 (USD MILLION)

TABLE 32 NATURAL SWEETENERS MARKET SIZE IN CONFECTIONERIES & GUMS, BY REGION, 2018–2025 (KT)

### **9.5 SPREADS**

9.5.1 INCREASE IN CONSUMPTION OF SPREADS AND AWARENESS FOR HEALTHIER AND NATURAL BREAKFAST OPTIONS

TABLE 33 NATURAL SWEETENERS MARKET SIZE IN SPREADS, BY REGION, 2018–2025 (USD MILLION)

TABLE 34 NATURAL SWEETENERS MARKET SIZE IN SPREADS, BY REGION, 2018–2025 (KT)

#### 9.6 BEVERAGES

9.6.1 LARGER BASE OF AUDIENCE SHIFTING TOWARD LOW-CALORIE AND REDUCED SUGAR BEVERAGE OPTION

TABLE 35 NATURAL SWEETENERS MARKET SIZE IN BEVERAGES, BY REGION, 2018–2025 (USD MILLION)

TABLE 36 NATURAL SWEETENERS MARKET SIZE IN BEVERAGES, BY REGION, 2018–2025 (KT)

#### 9.7 DAIRY PRODUCTS

9.7.1 RISE IN FAVORABLE REGULATIONS FOR THE USE OF VARIOUS SWEETENERS IN AN ARRAY OF DAIRY PRODUCTS

TABLE 37 NATURAL SWEETENERS MARKET SIZE IN DAIRY PRODUCTS, BY REGION, 2018–2025 (USD MILLION)

TABLE 38 NATURAL SWEETENERS MARKET SIZE IN DAIRY PRODUCTS, BY REGION, 2018–2025 (KT)

#### 9.8 FROZEN DESSERTS

9.8.1 FROZEN DESSERTS BENEFIT CONSUMERS AS WELL AS THE INDUSTRY PLAYERS BY HELPING THEM EXPAND THEIR PROFIT MARGINS

TABLE 39 NATURAL SWEETENERS MARKET SIZE IN FROZEN DESSERTS, BY REGION, 2018–2025 (USD MILLION)

TABLE 40 NATURAL SWEETENERS MARKET SIZE IN FROZEN DESSERTS, BY REGION, 2018–2025 (KT)

#### 9.9 TABLETOP SWEETENERS

9.9.1 INCREASE IN HEALTH CONSCIOUSNESS AND FREQUENT CONSUMPTION OF TABLETOP SWEETENING PRODUCTS

TABLE 41 NATURAL SWEETENERS MARKET SIZE IN TABLETOP SWEETENERS, BY REGION, 2018–2025 (USD MILLION)

TABLE 42 NATURAL SWEETENERS MARKET SIZE IN TABLETOP SWEETENERS, BY REGION, 2018–2025 (KT)

#### 9.10 PHARMACEUTICAL PRODUCTS

9.10.1 NATURAL SWEETENERS COMPLEMENT THE HEALTH PROMOTING CHARACTERISTIC OF PHARMA PRODUCTS

TABLE 43 REGULATORY STATUS OF COMMON SWEETENERS IN THE PHARMACEUTICAL INDUSTRY

TABLE 44 NATURAL SWEETENERS MARKET SIZE IN PHARMACEUTICAL PRODUCTS, BY REGION, 2018–2025 (USD MILLION)

TABLE 45 NATURAL SWEETENERS MARKET SIZE IN PHARMACEUTICAL PRODUCTS, BY REGION, 2018–2025 (KT)

## 9.11 OTHER APPLICATIONS

### 9.11.1 RISE IN R&D ACTIVITIES BY KEY PLAYERS IN ORDER TO WIDEN APPLICATION AREAS

TABLE 46 NATURAL SWEETENERS MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2018–2025 (USD MILLION)

TABLE 47 NATURAL SWEETENERS MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2018–2025 (KT)

## 10 NATURAL SWEETENERS MARKET, BY END-USE SECTOR

### 10.1 INTRODUCTION

FIGURE 23 NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2020 VS. 2025 (USD MILLION)

TABLE 48 NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (USD MILLION)

TABLE 49 NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (KT)

### 10.2 COVID-19 IMPACT ANALYSIS, BY END-USE SECTOR

TABLE 50 OPTIMISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2021 (USD MILLION)

TABLE 51 REALISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2021 (USD MILLION)

TABLE 52 PESSIMISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2021 (USD MILLION)

### 10.3 FOOD & BEVERAGE

10.3.1 NATURAL SWEETENERS HELP MANUFACTURERS CUT ON ADDITIONAL COSTS FOR RAW MATERIAL AND ITS PROCUREMENT

TABLE 53 NATURAL SWEETENERS MARKET SIZE IN FOOD & BEVERAGE SECTOR, BY REGION, 2018–2025 (USD MILLION)

TABLE 54 NATURAL SWEETENERS MARKET SIZE IN FOOD & BEVERAGE SECTOR, BY REGION, 2018–2025 (KT)

### 10.4 PHARMACEUTICAL

10.4.1 FAVORABLE REGULATORY FRAMEWORK ENCOURAGING PHARMACEUTICAL PLAYERS TO ADOPT NATURAL SWEETENERS FOR FURTHER PROCESSING

TABLE 55 NATURAL SWEETENERS MARKET SIZE IN PHARMACEUTICAL SECTOR, BY REGION, 2018–2025 (USD MILLION)

TABLE 56 NATURAL SWEETENERS MARKET SIZE IN PHARMACEUTICAL SECTOR, BY REGION, 2018–2025 (KT)

## 10.5 DIRECT SALES

### 10.5.1 RISE IN CONSUMPTION AND AWARENESS ABOUT HEALTHIER AND NATURAL BREAKFAST OPTIONS AMONG CONSUMERS

TABLE 57 NATURAL SWEETENERS MARKET SIZE IN DIRECT SALES SECTOR, BY REGION, 2018–2025 (USD MILLION)

TABLE 58 NATURAL SWEETENERS MARKET SIZE IN DIRECT SALES SECTOR, BY REGION, 2018–2025 (KT)

## 10.6 OTHER END-USE SECTORS

### 10.6.1 INCREASE IN POTENTIAL APPLICATION SECTORS AND CONTINUOUS INVESTMENTS BY KEY MANUFACTURERS

TABLE 59 NATURAL SWEETENERS MARKET SIZE IN OTHER END-USE SECTORS, BY REGION, 2018–2025 (USD MILLION)

TABLE 60 NATURAL SWEETENERS MARKET SIZE IN OTHER END-USE SECTORS, BY REGION, 2018–2025 (KT)

## 11 NATURAL SWEETENERS MARKET, BY REGION

### 11.1 INTRODUCTION

FIGURE 24 CHINA AND INDIA TO ACCOUNT FOR THE HIGHEST GROWTH RATE IN

THE NATURAL SWEETENERS MARKET

TABLE 61 NATURAL SWEETENERS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 62 NATURAL SWEETENERS MARKET SIZE, BY REGION, 2018–2025 (KT)

### 11.2 COVID-19 IMPACT ANALYSIS, BY REGION

TABLE 63 OPTIMISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)

TABLE 64 REALISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)

TABLE 65 PESSIMISTIC SCENARIO: NATURAL SWEETENERS MARKET SIZE, BY REGION, 2018–2021 (USD MILLION)

### 11.3 NORTH AMERICA

TABLE 66 NORTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 67 NORTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY COUNTRY, 2018–2025 (KT)

TABLE 68 NORTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 69 NORTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY TYPE,

2018–2025 (KT)

TABLE 70 NORTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 71 NORTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

TABLE 72 NORTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (USD MILLION)

TABLE 73 NORTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (KT)

FIGURE 25 NORTH AMERICA: NATURAL SWEETENERS MARKET SNAPSHOT

#### 11.3.1 US

11.3.1.1 Increase in awareness and consumption of sweetener ingredient-based products

FIGURE 26 US: SURVEY OF CONSUMERS REGARDING READING OF PRODUCT INFORMATION ON THE PACKING OF FOOD PRODUCTS, 2017

#### 11.3.2 CANADA

11.3.2.1 Increased potential usage in food & beverage and pharmaceutical applications in Canada

FIGURE 27 CANADA: COMMONLY CONSUMED BEVERAGES BETWEEN AGES 18 & 79, 2019

#### 11.3.3 MEXICO

11.3.3.1 Increase in support from government initiatives and public healthcare campaigns

#### 11.4 EUROPE

TABLE 74 EUROPE: NATURAL SWEETENERS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 75 EUROPE: NATURAL SWEETENERS MARKET SIZE, BY COUNTRY, 2018–2025 (KT)

TABLE 76 EUROPE: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 77 EUROPE: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (KT)

TABLE 78 EUROPE: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 79 EUROPE: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

TABLE 80 EUROPE: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (USD MILLION)

TABLE 81 EUROPE: NATURAL SWEETENERS MARKET SIZE, BY END-USE

**SECTOR, 2018–2025 (KT)****11.4.1 UK**

11.4.1.1 Growth in the trend of buying natural ingredient-based products in the UK

**11.4.2 GERMANY**

11.4.2.1 Rise in prevalence of diabetes and population inclining toward natural ingredient-based foods

**11.4.3 FRANCE**

11.4.3.1 Growth of the beverage industry and consumption among the consumers in the country

**11.4.4 ITALY**

11.4.4.1 Significant rise in demand among consumers for health-enriching beverages in Italy

**11.4.5 SPAIN**

11.4.5.1 Rise in consumer awareness toward consumption of organic ingredients in Spain

**11.4.6 RUSSIA**

11.4.6.1 Increase in health-consciousness among the consumers in the country

**11.4.7 NETHERLANDS**

11.4.7.1 Rising prevalence of obesity and diabetes in the Netherlands

**11.4.8 NORWAY**

11.4.8.1 Government policies and awareness among the consumers regarding the consumption of natural sweeteners

**11.4.9 REST OF EUROPE**

11.4.9.1 Rise in demand from confectionery and other food application industry players

**11.5 ASIA PACIFIC**

**FIGURE 28 ASIA PACIFIC: NATURAL SWEETENERS MARKET SNAPSHOT**

**TABLE 82 ASIA PACIFIC: NATURAL SWEETENERS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)**

**TABLE 83 ASIA PACIFIC: NATURAL SWEETENERS MARKET SIZE, BY COUNTRY, 2018–2025 (KT)**

**TABLE 84 ASIA PACIFIC: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)**

**TABLE 85 ASIA PACIFIC: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (KT)**

**TABLE 86 ASIA PACIFIC: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)**

**TABLE 87 ASIA PACIFIC: NATURAL SWEETENERS MARKET SIZE, BY**



APPLICATION, 2018–2025 (KT)

TABLE 88 ASIA PACIFIC: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (USD MILLION)

TABLE 89 ASIA PACIFIC: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (KT)

#### 11.5.1 CHINA

11.5.1.1 Rise in preference for low-sugar products and usage of sweeteners across the beverage industry

#### 11.5.2 INDIA

11.5.2.1 Increase in endorsements by celebrities and culinary experts encouraging the Indian diabetic population to opt for natural sweeteners

#### 11.5.3 JAPAN

11.5.3.1 Rise in healthcare costs and higher life expectancy due to preventive healthcare measures

#### 11.5.4 AUSTRALIA

11.5.4.1 Government encouraging consumers to adopt low-calorie, sugar-free products

#### 11.5.5 NEW ZEALAND

11.5.5.1 High spending capacity on nutritional products and increase in disposable incomes

#### 11.5.6 REST OF ASIA PACIFIC

11.5.6.1 Changing consumer preferences for all-natural ingredient-based products

### 11.6 SOUTH AMERICA

TABLE 90 SOUTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 91 SOUTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY COUNTRY, 2018–2025 (KT)

TABLE 92 SOUTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 93 SOUTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (KT)

TABLE 94 SOUTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 95 SOUTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

TABLE 96 SOUTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (USD MILLION)

TABLE 97 SOUTH AMERICA: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (KT)

### 11.6.1 BRAZIL

11.6.1.1 Growth in awareness regarding functional and health food & beverages as preventive healthcare

### 11.6.2 ARGENTINA

11.6.2.1 Increasing urbanization and growing awareness among consumers in Argentina

FIGURE 29 ARGENTINA: PEOPLE WITH DIABETES, 2010–2045 ('000)

FIGURE 30 ARGENTINA: HEALTH EXPENDITURE (SHARE OF GDP), 2012–2017

### 11.6.3 REST OF SOUTH AMERICA

11.6.3.1 Government initiatives promoting the adoption of healthier dietary lifestyles

### 11.7 REST OF THE WORLD

TABLE 98 ROW: NATURAL SWEETENERS MARKET SIZE, BY REGION, 2018–2025 (USD MILLION)

TABLE 99 ROW: NATURAL SWEETENERS MARKET SIZE, BY REGION, 2018–2025 (KT)

TABLE 100 ROW: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (USD MILLION)

TABLE 101 ROW: NATURAL SWEETENERS MARKET SIZE, BY TYPE, 2018–2025 (KT)

TABLE 102 ROW: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 103 ROW: NATURAL SWEETENERS MARKET SIZE, BY APPLICATION, 2018–2025 (KT)

TABLE 104 ROW: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (USD MILLION)

TABLE 105 ROW: NATURAL SWEETENERS MARKET SIZE, BY END-USE SECTOR, 2018–2025 (KT)

### 11.7.1 MIDDLE EAST

11.7.1.1 Increase in spending on premium and health-benefiting foods & beverages

### 11.7.2 AFRICA

11.7.2.1 Rise in urbanization and demand for premium natural foods such as sugar-free foods & beverages

## 12 COMPETITIVE LANDSCAPE

### 12.1 OVERVIEW

12.2 KEY DEVELOPMENTS OF THE LEADING PLAYERS IN THE NATURAL SWEETENERS MARKET, 2017-2020

### 12.3 STRENGTH OF PRODUCT PORTFOLIO

**FIGURE 31 PRODUCT PORTFOLIO OF THE MAJOR COMPANIES****12.4 BUSINESS STRATEGY EXCELLENCE****FIGURE 32 BUSINESS STRATEGIES OF THE MAJOR COMPANIES****12.5 MARKET SHARE OF KEY PLAYERS, 2019****FIGURE 33 TOP FIVE COMPANIES LEADING THE NATURAL SWEETENERS MARKET**

IN 2019

**12.6 COMPETITIVE SCENARIO****12.6.1 NEW PRODUCT LAUNCHES**

TABLE 106 NEW PRODUCT LAUNCHES, 2017–2020

**12.6.2 EXPANSIONS & INVESTMENTS**

TABLE 107 EXPANSIONS &amp; INVESTMENTS, 2017–2020

**12.6.3 ACQUISITIONS**

TABLE 108 ACQUISITIONS, 2017–2020

**12.6.4 AGREEMENTS, JOINT VENTURES, AND PARTNERSHIPS**

TABLE 109 AGREEMENTS, JOINT VENTURES, AND PARTNERSHIPS, 2017–2020

**13 COMPANY MICRO-QUADRANTS AND COMPANY PROFILES****13.1 COMPETITIVE LEADERSHIP MAPPING****13.1.1 STARS****13.1.2 EMERGING LEADERS****13.1.3 PERVASIVE PLAYERS****13.1.4 EMERGING COMPANIES****FIGURE 34 GLOBAL NATURAL SWEETENERS MARKET, COMPETITIVE LEADERSHIP MAPPING, 2020**

(Business Overview, Products/Solutions Offered, Recent Developments, SWOT Analysis, Winning Imperatives, Current Focus and Strategies, Threat From Competition, Right to Win)\*

**13.2 DUPONT**

TABLE 110 DUPONT: BUSINESS OVERVIEW

FIGURE 35 DUPONT: COMPANY SNAPSHOT

TABLE 111 DUPONT: PRODUCTS OFFERED

**13.3 ADM**

TABLE 112 ADM: BUSINESS OVERVIEW

FIGURE 36 ADM: COMPANY SNAPSHOT

TABLE 113 ADM: PRODUCTS OFFERED

**13.4 TATE & LYLE**

TABLE 114 TATE &amp; LYLE: BUSINESS OVERVIEW

FIGURE 37 TATE & LYLE: COMPANY SNAPSHOT

TABLE 115 TATE & LYLE: PRODUCTS OFFERED

13.5 INGREDION INCORPORATED

TABLE 116 INGREDION INCORPORATED: BUSINESS OVERVIEW

FIGURE 38 INGREDION INCORPORATED: COMPANY SNAPSHOT

TABLE 117 INGREDION INCORPORATED: PRODUCTS OFFERED

13.6 CARGILL, INCORPORATED

TABLE 118 CARGILL, INCORPORATED: BUSINESS OVERVIEW

FIGURE 39 CARGILL, INCORPORATED: COMPANY SNAPSHOT

TABLE 119 CARGILL, INCORPORATED: PRODUCTS OFFERED

13.7 ROQUETTE FR?RES

TABLE 120 ROQUETTE FR?RES: BUSINESS OVERVIEW

FIGURE 40 ROQUETTE FR?RES: COMPANY SNAPSHOT

TABLE 121 ROQUETTE FR?RES: PRODUCTS OFFERED

13.8 PURECIRCLE LTD

TABLE 122 PURECIRCLE LTD: BUSINESS OVERVIEW

FIGURE 41 PURECIRCLE LTD: COMPANY SNAPSHOT

TABLE 123 PURECIRCLE LTD: PRODUCTS OFFERED

13.9 MACANDREWS & FORBES HOLDINGS INC

TABLE 124 MACANDREWS & FORBES HOLDINGS INC: BUSINESS OVERVIEW

TABLE 125 MACANDREWS & FORBES HOLDINGS INC: PRODUCTS OFFERED

13.10 FOODCHEM INTERNATIONAL CORPORATION

TABLE 126 FOODCHEM INTERNATIONAL CORPORATION: BUSINESS OVERVIEW

TABLE 127 FOODCHEM INTERNATIONAL CORPORATION: PRODUCTS OFFERED

13.11 ECOGREEN OLEOCHEMICALS PVT LTD

TABLE 128 ECOGREEN OLEOCHEMICALS PVT LTD: BUSINESS OVERVIEW

TABLE 129 ECOGREEN OLEOCHEMICALS PVT LTD: PRODUCTS OFFERED

13.12 COMPANY PROFILES (OTHER PLAYERS)

13.12.1 STEVIA HUB INDIA

TABLE 130 STEVIA HUB INDIA: BUSINESS OVERVIEW

TABLE 131 STEVIA HUB INDIA: PRODUCTS OFFERED

13.12.2 SUMINTER INDIA ORGANICS

TABLE 132 SUMINTER INDIA ORGANICS: BUSINESS OVERVIEW

TABLE 133 SUMINTER INDIA ORGANICS: PRODUCTS OFFERED

13.12.3 STEVIA BIOTECH PVT LTD

TABLE 134 STEVIA BIOTECH PVT LTD: BUSINESS OVERVIEW

TABLE 135 STEVIA BIOTECH PVT LTD: PRODUCTS OFFERED

13.12.4 THE REAL STEVIA COMPANY

TABLE 136 THE REAL STEVIA COMPANY: BUSINESS OVERVIEW

TABLE 137 THE REAL STEVIA COMPANY: PRODUCTS OFFERED

13.12.5 SWEETLY STEVIA USA

TABLE 138 SWEETLY STEVIA USA: BUSINESS OVERVIEW

TABLE 139 SWEETLY STEVIA USA: PRODUCTS OFFERED

13.12.6 PYURE BRANDS LLC

TABLE 140 PYURE BRANDS LLC: BUSINESS OVERVIEW

TABLE 141 PYURE BRANDS LLC.: PRODUCTS OFFERED

13.12.7 XILINAT

TABLE 142 XILINAT: BUSINESS OVERVIEW

TABLE 143 XILINAT: PRODUCTS OFFERED

13.12.8 FOODITIVE B.V.

TABLE 144 FOODITIVE B.V.: BUSINESS OVERVIEW

TABLE 145 FOODITIVE B.V.: PRODUCTS OFFERED

13.12.9 SAGAN? ASSOCIATION

TABLE 146 SAGAN? ASSOCIATION: BUSINESS OVERVIEW

TABLE 147 SAGAN? ASSOCIATION: PRODUCTS OFFERED

13.12.10 HEARTHSIDE FOOD SOLUTIONS LLC

TABLE 148 HEARTHSIDE FOOD SOLUTIONS LLC: BUSINESS OVERVIEW

TABLE 149 HEARTHSIDE FOOD SOLUTIONS LLC: PRODUCTS OFFERED

\*Business Overview, Products/Solutions Offered, Recent Developments, SWOT Analysis, Winning Imperatives, Current Focus and Strategies, Threat From Competition, Right to Win might not be captured in case of unlisted companies.

## **14 APPENDIX**

14.1 KNOWLEDGE STORE: MARKETSSANDMARKETS' SUBSCRIPTION PORTAL

14.2 AVAILABLE CUSTOMIZATIONS

14.3 RELATED REPORTS

14.4 AUTHOR DETAILS

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