

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

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