

Tabletop Sweeteners Market by Sweetener Ingredient Type (Sucralose, Stevia, Monk Fruit, Polyols, Others), Source, Form (Powder, Tablet), Packaging Format (Single-serve, Multi-serve), Distribution Channel (B2B, B2C), and Geography — Global Forecast to 2030

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Abstracts

Tabletop Sweeteners Market by Sweetener Ingredient Type (Sucralose, Stevia, Monk Fruit, Polyols, Others), Source, Form (Powder, Tablet), Packaging Format (Single-serve, Multi-serve), Distribution Channel (B2B, B2C), and Geography — Global Forecast to 2030.

According to the research report titled, 'Tabletop Sweeteners Market by Sweetener Ingredient Type (Sucralose, Stevia, Monk Fruit, Polyols, Others), Source, Form (Powder, Tablet), Packaging Format (Single-serve, Multi-serve), Distribution Channel (B2B, B2C), and Geography — Global Forecast to 2030,' in terms of value, the global tabletop sweeteners market is expected to grow at a CAGR of 5.9% from 2023 to 2030 to reach \$2.18 billion by 2030 from 2023 to 2030. Moreover, in terms of volume, this market is projected to reach 18,830.7 tons by 2030, at a CAGR of 4.4% during the forecast period. The report provides an in-depth analysis of the tabletop sweeteners market across five major geographies, emphasizing the current market trends, market size, recent developments, and forecasts till 2030.

Succeeding extensive secondary and primary research and an in-depth analysis of the market scenario, the report conducts the impact analysis of the key industry drivers, restraints, opportunities, and challenges.

The growth of the tabletop sweeteners market is mainly attributed to factors such as the rising prevalence of diabetes and the growing focus on health & wellness. However, the

high prices of tabletop sweeteners and the adverse health effects associated with tabletop sweeteners restrain the growth of this market.

Based on sweetener ingredient type, in terms of value, in 2023, the stevia segment is expected to account for the largest share of the global tabletop sweeteners market. The large market share of this segment is attributed to increasing consumer awareness regarding consuming food products with natural ingredients and the growing consumer preference for clean-label, healthy, and reduced-sugar products. However, in terms of volume, in 2023, the sucralose segment is expected to account for the largest share of the global tabletop sweeteners market. The large market share of this segment is attributed to the growing application of sucralose in food and beverages due to its high shelf-life and low quantity requirement to achieve the desired sweetness.

Based on source, in 2023, the natural segment is expected to account for the larger share of the global tabletop sweeteners market. The large market share of this segment is attributed to increasing awareness about the benefits of natural ingredients, the growing consumer preference for clean-label and sugar-free alternatives, and the rising adoption of stevia and other natural sweeteners as an alternative to sugar.

Based on form, the tablet segment is expected to register the highest CAGR during the forecast period. The growth of this segment is attributed to their convenience of use & handling, precise dosing, high stability, and ability to substitute sugar without compromising sweetness in beverages.

Based on packaging format, the multi-serve segment is expected to register the fastest growth rate during the forecast period. The growth of this segment is attributed to the benefits offered by multi-serve tabletop sweeteners. Bulk packaging provides convenience for everyday use in households, restaurants, and cafes by reducing the need for frequent restocking.

The multi-serve packaging format is further segmented into pouches & jars, dispensers, and bottles. The dispensers segment is expected to register the highest CAGR during the forecast period. The convenience of handling and ease of use associated with tablet tabletop sweeteners are expected to drive the demand for tabletop sweeteners packaged in dispensers. Also, the dispensers are designed to be pocket-friendly, allowing for easy portability and maximizing shelf space in various stores.

Based on distribution channel, in 2023, the business-to-consumer segment is expected to account for the larger share of the global tabletop sweeteners market. The large

market share of this segment is attributed to the rising adoption of healthy eating habits, the growing trend of online shopping, a preference for personalization, easy accessibility, and the availability of a wide variety of quality products.

Based on business-to-consumer type, in 2023, the modern groceries segment is expected to account for the largest share of the global tabletop sweeteners market for business-to-consumer. The large market share of this segment is mainly attributed to the increasing per capita disposable income, rising adoption of healthy eating habits, and growing urban population.

An in-depth geographic analysis of the industry provides detailed qualitative and quantitative insights into five major geographies (North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa) and the coverage of major countries in each region. Asia-Pacific is slated to register the highest CAGR during the forecast period. The rapid growth of this regional market is attributed to changing lifestyles, the emerging trend of healthy food & food ingredients, the rising awareness about the health benefits of sugar substitutes, rapid urbanization, and a growing diabetic and obese population.

The key players operating in the global tabletop sweeteners market are Whole Earth Brands, Inc. (U.S.), Heartland Food Products Group, LLC (U.S.), Nutrifood (Indonesia), Lightsweet Indústria e Comércio de Alimentos Ltda. (Brazil), Cristal Union (France), Wisdom Natural Brands (U.S.), Zydus Wellness Ltd. (India), Hermes Sweeteners Ltd. (Switzerland), Saraya Co. Ltd. (Japan), Associated British Foods plc (U.K.), S&W Zucker AG (Germany), and Ajinomoto Co., Inc. (Japan).

Key Questions Answered in the Report-

What is the revenue generated by the tabletop sweeteners market?

At what rate is the demand for tabletop sweeteners projected to grow for the next 5-7 years?

What was the historical market size and growth rate for the tabletop sweeteners market?

What are the major factors impacting the growth of this market at the global and regional levels? What are the major opportunities for existing players and new entrants in the market?

Which segments in terms of sweetener ingredient type, source, form, packaging format, and distribution channel have created major traction for the manufacturers in this market in recent years?

What are the key geographic trends in this market? Which regions/countries are expected to offer significant growth opportunities for tabletop sweetener manufacturers?

Who are the major players in the tabletop sweeteners market? What are their specific product offerings in this market?

What recent developments have taken place in the tabletop sweeteners market? What are the impacts of these developments on the market?

Scope of the Report:

Tabletop Sweeteners Market Assessment—by Sweetener Ingredient Type

Sucralose

Stevia

Polyols

Xylitol

Erythritol

Aspartame

Monk Fruit

Acesulfame Potassium (Ace-K)

Saccharin

Other Sweetener Ingredients

Tabletop Sweeteners Market Assessment—by Source

Natural

Artificial

Tabletop Sweeteners Market Assessment—by Form

Powder

Tablet

Liquid

Cube

Tabletop Sweeteners Market Assessment—by Packaging Format

Single-serve

Multi-serve

Pouches & Jars

Dispensers

Bottles

Tabletop Sweeteners Market Assessment—by Distribution Channel

Business-to-Business

Business-to-Consumer

Modern Groceries

Convenience Stores

Online Retail

Specialty Stores

Other B2C Distribution Channels

Tabletop Sweeteners Market Assessment—by Geography

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Netherlands

Rest of Europe

Asia-Pacific

China

Japan

India

Rest of Asia-Pacific

Latin America

The Middle East & Africa

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