

# **Isomaltulose Market Forecasts to 2034 – Global Analysis By Grade ( Food Grade Isomaltulose and Pharma Grade Isomaltulose), By End User (Confectionery, Bakery Products, Breakfast Cereals and Bars, Dairy Products, Frozen Desserts, Beverages, Flouridated Salt, Table Top/ Spoon-for-spoon Sweeteners, Supplements and OTC Medicine and Ingredients) and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Isomaltulose Market is accounted for \$1.0 billion in 2026 and is expected to reach \$1.9 billion by 2034 growing at a CAGR of 7.6% during the forecast period. Isomaltulose serves as a low-glycemic and sustained energy source, making it popular in the food and beverage industry as a healthier alternative to traditional sugars. Its advantages include a slower release of glucose into the bloodstream, providing a steady energy supply, and its suitability for diabetics due to its low impact on blood sugar levels. This market caters to products promoting sustained energy and low glycemic index benefits.

According to the most recent health and obesity guidelines, 35.7 percent of all Americans over the age of 20 were obese in 2010.

Market Dynamics:

Driver:

Rising demand for functional foods

Consumers are increasingly seeking foods that offer not just basic nutrition but also additional health benefits. Isomaltulose fits this trend perfectly due to its unique characteristics – it provides sustained energy, supports weight management, and is suitable for individuals with diabetes. As functional foods gain popularity for their potential to enhance well-being and address specific health concerns, Isomaltulose is incorporated into a variety of products, including energy bars, drinks, and meal replacements. This growing consumer preference for functional foods with added health advantages contributes to the expanding market for Isomaltulose.

Restraint:

More expensive than traditional sugars

Price sensitivity remains a significant factor influencing consumer choices and product formulations in the food and beverage industry. Isomaltulose's elevated production expenses can lead to increased product costs, potentially dissuading price-conscious consumers and manufacturers from adopting it as a primary sweetener. In competitive markets, where cost-effectiveness is paramount, this price disparity poses a challenge. Strategies to mitigate this restraint may involve improving production efficiency and scaling up Isomaltulose production to reduce costs, making it more accessible and competitive in various consumer goods.

Opportunity:

Burgeoning demand for weight management and reduced-calorie foods

As consumers increasingly prioritize healthier dietary choices and calorie-conscious eating, Isomaltulose's attributes as a low-glycemic sweetener that supports weight management make it an ideal ingredient for these products. Its slow metabolism rate provides sustained energy without causing rapid spikes in blood sugar, making it an attractive option for formulating reduced-calorie snacks, beverages, and desserts. With the growing awareness of the health risks associated with high-sugar diets, Isomaltulose's role in fulfilling this consumer need positions it as a key player in the development of healthier, weight-conscious food options.

Threat:

Regulations and approvals for novel ingredients

To introduce Isomaltulose into various food and beverage products, manufacturers must navigate complex and time-consuming regulatory processes, which can entail extensive safety assessments and compliance with ever-evolving food standards. Delays in obtaining necessary approvals not only slow down product development and market entry but also increase costs. Moreover, stringent regulatory requirements may limit innovation and the creation of new Isomaltulose-based offerings. These challenges underscore the need for collaboration between industry stakeholders and regulatory bodies to streamline the approval process and promote market growth.

#### Covid-19 Impact:

The COVID-19 pandemic has had mixed effects on the Isomaltulose market. On one hand, the increased focus on health and wellness during the pandemic has driven demand for low-glycemic, healthier sweeteners like Isomaltulose in various food and beverage products. However, the pandemic also disrupted supply chains, affecting the production and distribution of Isomaltulose. As a result, there were intermittent shortages and price fluctuations. Additionally, the economic challenges posed by the pandemic have made consumers more price-sensitive, potentially impacting Isomaltulose's adoption due to its higher cost. Overall, the market has shown resilience, but with some disruptions and price-related challenges during the pandemic.

The food grade isomaltulose segment is expected to be the largest during the forecast period

The food grade isomaltulose segment is expected to have a lucrative growth. Representing Isomaltulose specifically manufactured and certified for safe consumption in food and beverage applications. This high-purity form of Isomaltulose is known for its clean and neutral taste, making it suitable for various products. It serves as a healthier alternative to traditional sugars, offering a low glycemic index and sustained energy release, appealing to consumers seeking nutritious and low-calorie options. Food-grade Isomaltulose finds application in a wide range of products, including energy bars, sports drinks, meal replacements, and sugar-free confections, aligning with the growing demand for healthier and functional ingredients in the food industry.

The bakery products segment is expected to have the highest CAGR during the forecast period

The bakery products segment is anticipated to witness the fastest CAGR growth during

the forecast period. Isomaltulose is increasingly used in the bakery industry as a healthier alternative to traditional sugars, such as sucrose or high-fructose corn syrup. It offers several advantages, including improved texture, extended shelf life, and reduced sugar content while maintaining sweetness. Isomaltulose's low glycemic index provides a sustained energy release, making it ideal for bread, cakes, pastries, and other baked goods. Additionally, as consumers are more health-conscious, bakery products containing Isomaltulose align with the demand for options that support weight management and offer a better glycemic response, contributing to the growth of this market segment.

Region with largest share:

It is anticipated that the North America Isomaltulose market will remain in the majority of the market share throughout the projected period. The region's growing focus on health and wellness has driven the demand for low-glycemic sweeteners, making Isomaltulose increasingly popular in food and beverage applications. Consumers in North America are seeking healthier alternatives to traditional sugars, and Isomaltulose aligns with this trend due to its slow-release energy and suitability for diabetics. Additionally, the regulatory environment in North America supports the use of Isomaltulose in various products, contributing to its market growth. The region's emphasis on functional and better-for-you foods has made it a prominent market for Isomaltulose-based products in diverse categories.

Region with highest CAGR:

Asia Pacific is projected to have the highest CAGR over the forecast period. With a rising awareness of health and nutrition, there's a growing demand for low-glycemic and low-calorie sweeteners, and Isomaltulose perfectly fits this trend. The region's vast population and increasing disposable income are driving the adoption of healthier food and beverage choices. Moreover, the prevalence of diabetes in several Asian countries makes Isomaltulose's low impact on blood sugar levels particularly appealing. As a result, Isomaltulose is increasingly used in various products, including energy drinks, meal replacements, and bakery items, making Asia Pacific a key growth area in the global Isomaltulose market.

Key players in the market

Some of the key players in Isomaltulose market include Borger GmbH, Cargill Incorporated, ErgoNutrition, Fooding Group Limited, Anhui Elite Industrial Co. Ltd.,

Qingdao Oriental Tongxiang International Trading Co.,Ltd, Baolingbao Biology Co. Ltd., Beneo, Frusano GmbH, Gerfro, Merck KGaA, Mitsui Sugar Co. Ltd., Nanning Rich Vally Technological Co. Ltd., Shaanxi Iknow Biotechnology Co. Ltd., Shandong Darcin Kingsweet Food Co. Ltd, The Good Scents Company (TGSC) and Xi'an Lyphar Biotech Co. Ltd.

#### Key Developments:

In May 2023, BASF and Cargill plan to expand their collaboration in order to provide high-performance enzyme products for animal protein producers in the United States. The two businesses are dedicated to providing the animal feed industry with unique value by introducing cutting-edge enzyme-based solutions to the market

In February 2023, a functional carbohydrate developed by Borger GmbH called Palatinose™ sets itself apart from sucrose and other common sugars by having a special mix of physiological features. The word 'isomaltulose' is used on food labels as well as ingredient lists of retail items. It may also be found in small amounts in honey although isomaltulose is made from beet sugar. Palatinose™ offers a gentle natural sweetness (around 50% sugar) with no aftertaste.

#### Grades Covered:

Food Grade Isomaltulose

Pharma Grade Isomaltulose

#### End Users Covered:

Confectionery

Bakery Products

Breakfast Cereals and Bars

Dairy Products

Frozen Desserts

Beverages

Flouridated Salt

Table Top/ Spoon-for-spoon Sweeteners

Supplements and OTC Medicine

Ingredients

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

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