

Zero-Sugar Natural Sweeteners Market Forecasts to 2032 – Global Analysis By Product Type (Stevia, Monk Fruit, Allulose, Erythritol, Tagatose, and Other Product Types), Form (Solid, Liquid, and Blends), Application, Distribution Channel, and By Geography

<https://marketpublishers.com/r/Z7B377FE5FD8EN.html>

Date: October 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: Z7B377FE5FD8EN

Abstracts

According to Statistics MRC, the Global Zero-Sugar Natural Sweeteners Market is accounted for \$4.4 billion in 2025 and is expected to reach \$6.5 billion by 2032 growing at a CAGR of 5.8% during the forecast period. Zero-sugar natural sweeteners include plant-derived and low-calorie alternatives stevia, monk fruit, erythritol blends used to reformulate beverages and packaged foods for reduced caloric impact while meeting clean-label demands. Consumer health awareness, diabetes prevalence, and regulatory encouragement drive adoption. Growth depends on advanced blending and flavor-masking technologies that remove aftertaste while preserving sweetness, cost competitiveness versus sugar, and consistent regulatory clearance across markets to enable widescale reformulation by major brands.

According to the USDA, demand for zero-sugar natural sweeteners like stevia and monk fruit has grown, with U.S. imports of these ingredients rising by 27% over the past three years.

Market Dynamics:

Driver:

Rising global health issues like diabetes and obesity

The increasing prevalence of lifestyle-related diseases such as diabetes, obesity, and

metabolic syndrome has driven consumers to seek healthier alternatives to sugar. This shift in dietary preference has significantly boosted demand for zero-sugar natural sweeteners, which offer sweetness without contributing to blood sugar spikes or excessive caloric intake. Furthermore, rising awareness campaigns, nutrition labeling regulations, and health-focused government initiatives have encouraged adoption. Additionally, growing interest in weight management, functional foods, and diabetic-friendly products positions natural sweeteners as a preferred option, supporting market expansion globally.

Restraint:

Consumer skepticism and confusion over 'natural' claims

Despite the growing popularity of zero-sugar natural sweeteners, many consumers remain skeptical about product authenticity, safety, and labeling claims. Misleading marketing and lack of standardized definitions for “natural” can cause hesitation, slowing adoption. Additionally, uncertainty over taste profiles and potential aftertastes discourages trial among mainstream consumers. Regulatory scrutiny varies across regions, complicating global launches. This skepticism restricts widespread penetration, requiring manufacturers to invest in education, transparent labeling, third-party certifications, and taste improvements to reassure consumers and stimulate long-term market growth.

Opportunity:

Product innovation in blends to improve taste and functionality

Innovation in sweetener blends combining stevia, monk fruit, erythritol, and other natural sources presents a major growth opportunity. Blended formulations help overcome taste limitations, reduce bitterness, and enhance solubility, expanding use in beverages, baked goods, and dairy products. Moreover, functional blends offer additional benefits such as fiber content, prebiotics, or low glycemic response, appealing to health-conscious consumers. By targeting product versatility, manufacturers can differentiate offerings, gain shelf-space advantage, and increase adoption across diverse food and beverage categories globally, supporting market expansion and consumer retention.

Threat:

Competition from artificial sweeteners and sugar alcohols

Zero-sugar natural sweeteners face strong competition from established artificial sweeteners like aspartame, sucralose, and sugar alcohols such as xylitol. These alternatives often offer lower cost, consistent taste, and proven scalability, making them attractive for manufacturers. Moreover, longstanding brand recognition and extensive distribution channels of artificial sweeteners may hinder market penetration for natural variants. Additionally, price sensitivity among consumers in emerging markets can limit adoption.

Covid-19 Impact:

The Covid-19 pandemic accelerated consumer focus on health and immunity, increasing demand for natural and low-calorie products. Supply chain disruptions initially affected raw material sourcing, impacting production timelines and costs. However, heightened online grocery shopping and e-commerce adoption allowed natural sweetener brands to reach wider audiences. Moreover, health-conscious behavior during the pandemic reinforced preference for sugar-free options, supporting sales recovery post-lockdown. Overall, Covid-19 acted as both a short-term operational challenge and a long-term driver, establishing stronger consumer awareness and sustained interest in healthier sweetening alternatives.

The stevia segment is expected to be the largest during the forecast period

The stevia segment is expected to account for the largest market share during the forecast period. With its well-established safety profile and wide acceptance, stevia continues to capture majority consumption across the zero-sugar natural sweetener market. Its inclusion in mainstream beverages, bakery items, and dairy products enhances brand adoption, while global regulatory approval and endorsements facilitate easier market penetration. Additionally, manufacturers leverage stevia in combination with other natural sweeteners to optimize taste and functionality, further solidifying its dominant market share. Strong consumer preference, coupled with innovation and accessibility, reinforces its leadership position worldwide.

The food & beverages segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the food & beverages segment is predicted to witness the highest growth rate. Rising demand for low-calorie, diabetic-friendly, and functional beverages is driving rapid adoption of zero-sugar natural sweeteners in this sector.

Beverages such as soft drinks, juices, ready-to-drink teas, and dairy alternatives increasingly incorporate stevia or monk fruit for clean-label positioning. Moreover, flavor enhancement, sugar reduction initiatives, and regulatory support for healthier formulations amplify growth opportunities. The segment's wide consumer reach, repeat consumption patterns, and innovation-driven product launches ensure sustained high growth rates and make food & beverages the fastest-growing application globally.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. High health awareness, growing incidence of obesity and diabetes, and strong consumer spending on wellness products underpin regional dominance. Widespread availability of natural sweeteners, well-established retail networks, and active marketing campaigns reinforce adoption. Additionally, supportive regulatory frameworks and endorsements from health authorities facilitate faster market penetration. The presence of major vendors and innovation in product offerings across beverages, dairy, and confectionery further strengthens leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Rapid urbanization, rising disposable incomes, and growing health consciousness among consumers are key drivers for natural sweetener adoption. Increasing prevalence of diabetes and obesity, combined with demand for clean-label and sugar-reduced products, fuels market expansion. Moreover, favorable government initiatives, expansion of retail and e-commerce channels, and entry of global and regional manufacturers accelerate availability. Cultural acceptance of natural ingredients and preference for healthier alternatives contribute to strong growth, positioning Asia Pacific as the fastest-growing region in the market.

Key players in the market

Some of the key players in Zero-Sugar Natural Sweeteners Market include Cargill, Incorporated, Archer Daniels Midland Company (ADM), Ingredion Incorporated, Tate & Lyle PLC, Roquette Frères S.A., DuPont de Nemours, Inc., Ajinomoto Co., Inc., Nestlé S.A., Wilmar International Limited, Asahi Group Holdings, Ltd., PureCircle Ltd., GLG Life Tech Corporation, Evolva Holding S.A., Zydus Wellness Ltd., Celanese Corporation, B&G Foods, Inc., Döhler GmbH, McNeil Nutritionals, LLC, Matsutani Chemical Industry Co., Ltd., and Zhucheng Haotian Pharm Co., Ltd.

Key Developments:

In May 2024, Roquette announced the launch of NUTRALYS® PRISTA, a new range of clean-label pea proteins, and highlighted its comprehensive portfolio of plant-based ingredients, including polyols and soluble fibers, for creating zero-sugar and sugar-reduced food and beverages.

In April 2024, Ajinomoto Health & Nutrition announced the launch of a new processing aid for allulose production, designed to help manufacturers improve the efficiency and scalability of producing the popular zero-sugar, low-calorie sweetener.

In April 2024, Nestlé announced a significant sugar reduction achievement, revealing that over 90% of its mainstream beverage portfolio in Europe is now made with zero-sugar recipes, utilizing a combination of sweeteners and flavors to maintain taste.

In February 2024, Asahi Soft Drinks announced the release of a new 'Mitsuya Cider Water' beverage in Japan, which is sweetened with stevia and erythritol to achieve a zero-sugar formulation, expanding its lineup of healthier carbonated drinks.

Product Types Covered:

Stevia

Monk Fruit

Allulose

Erythritol

Tagatose

Other Product Types

Forms Covered:

Solid

Liquid

Blends

Applications Covered:

Food & Beverages

Pharmaceuticals & Nutraceuticals

Personal Care & Cosmetics

Animal Feed

Distribution Channels Covered:

Online Retail

Offline Retail

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 2024, 2025, 2026, 2028, and 2032
- 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

Benchmarking of key players based on product portfolio, geographical

presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL ZERO-SUGAR NATURAL SWEETENERS MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Stevia
- 5.3 Monk Fruit
- 5.4 Allulose
- 5.5 Erythritol
- 5.6 Tagatose
- 5.7 Other Product Types

6 GLOBAL ZERO-SUGAR NATURAL SWEETENERS MARKET, BY FORM

- 6.1 Introduction
- 6.2 Solid
- 6.3 Liquid
- 6.4 Blends

7 GLOBAL ZERO-SUGAR NATURAL SWEETENERS MARKET, BY APPLICATION

- 7.1 Introduction
- 7.2 Food & Beverages
 - 7.2.1 Bakery & Confectionery
 - 7.2.2 Dairy Products
 - 7.2.3 Beverages
 - 7.2.4 Snacks
- 7.3 Pharmaceuticals & Nutraceuticals
- 7.4 Personal Care & Cosmetics
- 7.5 Animal Feed

8 GLOBAL ZERO-SUGAR NATURAL SWEETENERS MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Online Retail
- 8.3 Offline Retail
 - 8.3.1 Supermarkets/Hypermarkets
 - 8.3.2 Specialty Stores
 - 8.3.3 Pharmacies

9 GLOBAL ZERO-SUGAR NATURAL SWEETENERS MARKET, BY GEOGRAPHY

9.1 Introduction

9.2 North America

9.2.1 US

9.2.2 Canada

9.2.3 Mexico

9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 Italy

9.3.4 France

9.3.5 Spain

9.3.6 Rest of Europe

9.4 Asia Pacific

9.4.1 Japan

9.4.2 China

9.4.3 India

9.4.4 Australia

9.4.5 New Zealand

9.4.6 South Korea

9.4.7 Rest of Asia Pacific

9.5 South America

9.5.1 Argentina

9.5.2 Brazil

9.5.3 Chile

9.5.4 Rest of South America

9.6 Middle East & Africa

9.6.1 Saudi Arabia

9.6.2 UAE

9.6.3 Qatar

9.6.4 South Africa

9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

10.1 Agreements, Partnerships, Collaborations and Joint Ventures

10.2 Acquisitions & Mergers

- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 Cargill, Incorporated
- 11.2 Archer Daniels Midland Company (ADM)
- 11.3 Ingredion Incorporated
- 11.4 Tate & Lyle PLC
- 11.5 Roquette Frères S.A.
- 11.6 DuPont de Nemours, Inc.
- 11.7 Ajinomoto Co., Inc.
- 11.8 Nestlé S.A.
- 11.9 Wilmar International Limited
- 11.10 Asahi Group Holdings, Ltd.
- 11.11 PureCircle Ltd.
- 11.12 GLG Life Tech Corporation
- 11.13 Evolva Holding S.A.
- 11.14 Zydus Wellness Ltd.
- 11.15 Celanese Corporation
- 11.16 B&G Foods, Inc.
- 11.17 Döhler GmbH
- 11.18 McNeil Nutritionals, LLC
- 11.19 Matsutani Chemical Industry Co., Ltd.
- 11.20 Zhucheng Haotian Pharm Co., Ltd.

List Of Tables

LIST OF TABLES

Table 1 Global Zero-Sugar Natural Sweeteners Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Zero-Sugar Natural Sweeteners Market Outlook, By Product Type (2024–2032) (\$MN)

Table 3 Global Zero-Sugar Natural Sweeteners Market Outlook, By Stevia (2024–2032) (\$MN)

Table 4 Global Zero-Sugar Natural Sweeteners Market Outlook, By Monk Fruit (2024–2032) (\$MN)

Table 5 Global Zero-Sugar Natural Sweeteners Market Outlook, By Allulose (2024–2032) (\$MN)

Table 6 Global Zero-Sugar Natural Sweeteners Market Outlook, By Erythritol (2024–2032) (\$MN)

Table 7 Global Zero-Sugar Natural Sweeteners Market Outlook, By Tagatose (2024–2032) (\$MN)

Table 8 Global Zero-Sugar Natural Sweeteners Market Outlook, By Other Product Types (2024–2032) (\$MN)

Table 9 Global Zero-Sugar Natural Sweeteners Market Outlook, By Form (2024–2032) (\$MN)

Table 10 Global Zero-Sugar Natural Sweeteners Market Outlook, By Solid (2024–2032) (\$MN)

Table 11 Global Zero-Sugar Natural Sweeteners Market Outlook, By Liquid (2024–2032) (\$MN)

Table 12 Global Zero-Sugar Natural Sweeteners Market Outlook, By Blends (2024–2032) (\$MN)

Table 13 Global Zero-Sugar Natural Sweeteners Market Outlook, By Application (2024–2032) (\$MN)

Table 14 Global Zero-Sugar Natural Sweeteners Market Outlook, By Food & Beverages (2024–2032) (\$MN)

Table 15 Global Zero-Sugar Natural Sweeteners Market Outlook, By Bakery & Confectionery (2024–2032) (\$MN)

Table 16 Global Zero-Sugar Natural Sweeteners Market Outlook, By Dairy Products (2024–2032) (\$MN)

Table 17 Global Zero-Sugar Natural Sweeteners Market Outlook, By Beverages (2024–2032) (\$MN)

Table 18 Global Zero-Sugar Natural Sweeteners Market Outlook, By Snacks

(2024–2032) (\$MN)

Table 19 Global Zero-Sugar Natural Sweeteners Market Outlook, By Pharmaceuticals & Nutraceuticals (2024–2032) (\$MN)

Table 20 Global Zero-Sugar Natural Sweeteners Market Outlook, By Personal Care & Cosmetics (2024–2032) (\$MN)

Table 21 Global Zero-Sugar Natural Sweeteners Market Outlook, By Animal Feed (2024–2032) (\$MN)

Table 22 Global Zero-Sugar Natural Sweeteners Market Outlook, By Distribution Channel (2024–2032) (\$MN)

Table 23 Global Zero-Sugar Natural Sweeteners Market Outlook, By Online Retail (2024–2032) (\$MN)

Table 24 Global Zero-Sugar Natural Sweeteners Market Outlook, By Offline Retail (2024–2032) (\$MN)

Table 25 Global Zero-Sugar Natural Sweeteners Market Outlook, By Supermarkets/Hypermarkets (2024–2032) (\$MN)

Table 26 Global Zero-Sugar Natural Sweeteners Market Outlook, By Specialty Stores (2024–2032) (\$MN)

Table 27 Global Zero-Sugar Natural Sweeteners Market Outlook, By Pharmacies (2024–2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Zero-Sugar Natural Sweeteners Market Forecasts to 2032 – Global Analysis By Product Type (Stevia, Monk Fruit, Allulose, Erythritol, Tagatose, and Other Product Types), Form (Solid, Liquid, and Blends), Application, Distribution Channel, and By Geography

Product link: <https://marketpublishers.com/r/Z7B377FE5FD8EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/Z7B377FE5FD8EN.html>