

# **Beet Sugar Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (White Beet Sugar, Brown Beet Sugar, Liquid Beet Sugar), By Application (Bakery, Beverages, Confectionary, Others), By Distribution Channel (Offline, Online), By Region, & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

The Global Beet Sugar Market was valued at USD 13.87 billion in 2024 and is anticipated to reach USD 20.58 billion by 2030, registering a CAGR of 6.8% during the forecast period. The market is expanding steadily, supported by the growing demand for natural sweeteners, increasing consumer health consciousness, and a gradual shift from cane sugar to more sustainable alternatives. Derived from sugar beets, beet sugar is emerging as a cost-effective and locally sourced option, particularly in Europe and North America, where sugar beet farming is well established. The food and beverage industry serves as a major consumer, utilizing beet sugar in products such as baked goods, confections, and beverages due to its high sucrose content and processing versatility. The clean-label movement and rising demand for non-GMO ingredients are also accelerating adoption. E-commerce and digital retail platforms have enhanced market accessibility, supporting broader consumer reach. However, volatility in raw material pricing and the rising popularity of alternative sweeteners present potential challenges to long-term growth.

### Market Drivers

## Rising Demand for Natural and Non-GMO Sweeteners

The increasing consumer shift toward natural and minimally processed sweeteners is a key growth driver for the beet sugar market. According to the IFIC 2024 Food & Health Survey, 73% of global consumers now avoid artificial sweeteners, while 58% prefer products labeled as “natural.” Unlike cane sugar, which often requires extensive refining, beet sugar offers a simpler extraction process and is perceived as a cleaner, more natural option. Many regions also favor beet sugar for being non-GMO and free from synthetic additives. Its slightly lower glycemic index compared to cane sugar has made it a favorable choice in health-focused reformulations. The rise in demand for organic and sustainably produced ingredients, particularly in North America and Europe, is prompting food producers to integrate beet sugar into reformulated product lines, reinforcing its growing role in clean-label and health-conscious markets.

### Key Market Challenges

#### Competition from Alternative Sweeteners

The beet sugar market is increasingly challenged by the rising adoption of alternative sweeteners such as artificial sweeteners (e.g., aspartame, sucralose), natural options (e.g., stevia, monk fruit), and sugar alcohols (e.g., erythritol, xylitol). These substitutes are gaining popularity due to heightened concerns over sugar-related health risks including obesity and diabetes. Low- and zero-calorie sweeteners are particularly favored in diet-focused and functional food applications. Additionally, sugar reduction initiatives and policies—such as sugar taxes implemented in various countries—further support the shift toward alternative ingredients. While beet sugar continues to serve as a staple in food and beverage production, increasing reformulations to meet evolving consumer and regulatory demands may affect its long-term competitiveness.

### Key Market Trends

#### Increasing Adoption of Organic and Non-GMO Beet Sugar

A leading trend in the beet sugar market is the growing demand for organic and non-GMO varieties, reflecting consumer preference for transparent, sustainably produced food products. Organic beet sugar, grown without synthetic inputs, is being increasingly adopted by health-conscious consumers looking to avoid chemical residues. Similarly, non-GMO beet sugar is becoming a preferred choice in regions with strong regulatory oversight, such as North America and Europe. Manufacturers are reformulating product

lines to include these variants to meet premium market demands and align with clean-label and sustainability goals. Retailers are also broadening their organic product offerings, making these variants more accessible. The trend is expected to continue, driven by rising awareness of food sourcing and an increased focus on environmental and ethical production practices.

## Key Market Players

S&dzucker AG

Nordzucker AG

British Sugar (Associated British Foods plc)

Tereos Group

Cosun Beet Company

American Crystal Sugar Company

Michigan Sugar Company

Amalgamated Sugar Company

Western Sugar Cooperative

Southern Minnesota Beet Sugar Cooperative

## Report Scope:

In this report, the global beet sugar market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Beet Sugar Market, By Product:

White Beet Sugar

Brown Beet Sugar

Liquid Beet Sugar

Beet Sugar Market, By Application:

Bakery

Beverages

Confectionary

Others

Beet Sugar Market, By Distribution Channel:

Offline

Online

Beet Sugar Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the global beet sugar market.

## Available Customizations:

Global Beet Sugar Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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