

Sugar-Free Food and Beverage Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Beverages, Dairy & Dairy Alternatives, Confectionery, Bakery Products, Others), By Sales Channel (Supermarket/Hypermarket, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/SB16F8644431EN.html>

Date: September 2025

Pages: 181

Price: US\$ 4,500.00 (Single User License)

ID: SB16F8644431EN

Abstracts

Market Overview

Global Sugar-Free Food and Beverage Market was valued at USD 19.63 billion in 2024 and is expected to grow to USD 24.21 billion by 2030 with a CAGR of 3.61% during the forecast period. The global sugar-free food and beverage market is experiencing significant growth, fueled by rising health consciousness, increasing prevalence of diabetes and obesity, and a growing demand for low-calorie alternatives. According to the International Diabetes Federation (IDF), over 537 million adults worldwide are living with diabetes as of 2024, and this number is projected to rise sharply in the coming years highlighting the urgent need for sugar-reduced diets. Consumers are actively choosing healthier lifestyles, leading to greater adoption of products using natural and artificial sweeteners like stevia, monk fruit, and erythritol, which are approved by bodies such as the U.S. FDA and EFSA.

Key Market Drivers

Rising Health Awareness and Lifestyle Changes

One of the most significant drivers of the sugar-free food and beverage market is the

growing global emphasis on health and wellness. According to the World Health Organization (WHO), in 2024, over 1.9 billion adults were overweight, with more than 650 million classified as obese, and global obesity rates have nearly tripled since 1975. These alarming statistics are driving increased awareness of the harmful effects of excessive sugar intake, particularly in relation to cardiovascular diseases, metabolic disorders, and non-communicable diseases (NCDs). Public health campaigns, national nutrition guidelines, and growing digital exposure via social media have further encouraged consumers to read food labels and adopt healthier diets.

Nowadays consumers are proactively seeking products that align with low-sugar, low-calorie, or sugar-free dietary goals. Sugar-free alternatives are increasingly popular not only among individuals with diabetes but also among consumers following keto, paleo, and intermittent fasting diets. Data from the U.S. Centers for Disease Control and Prevention (CDC) indicates that nearly one in six Americans follows a special diet, with sugar reduction being a leading motivation. This growing demand for better-for-you options has prompted global manufacturers to introduce sugar-free offerings across a wide range of categories, including soft drinks, confectionery, dairy, baked goods, and snacks. The global shift toward preventive healthcare particularly in urban and developed regions—is acting as a key growth driver, with governments and institutions advocating for reduced sugar intake through policy and awareness.

Key Market Challenges

Taste and Sensory Limitations

Despite major advances in sweetener technology, taste remains a significant barrier to the widespread adoption of sugar-free products. Traditional sugar not only provides sweetness but also contributes to texture, mouthfeel, bulk, and the overall sensory profile of food and beverages. Replacing sugar with alternative sweeteners whether natural (like stevia or monk fruit) or artificial (like aspartame or sucralose) often results in products with a different aftertaste, thinner texture, or less satisfying flavor.

For many consumers, particularly those accustomed to conventional sugar-sweetened products, the difference in taste can be a deterrent to switching to sugar-free options. Additionally, some sweeteners can produce a lingering bitterness or metallic aftertaste, especially in higher concentrations. While blends of sweeteners have been developed to improve palatability, achieving the same sensory experience as sugar remains a challenge for formulators.

Key Market Trends

Natural and Plant-Based Sweeteners Gaining Prominence

A key trend driving innovation in the sugar-free food and beverage market is the rising demand for natural, plant-based sweeteners. Health-conscious and ingredient-aware consumers are increasingly seeking clean-label products made with recognizable, non-artificial ingredients. As a result, natural sweeteners such as stevia, monk fruit extract, erythritol, and allulose are emerging as preferred sugar substitutes. Supporting this shift, a report reveals that 46% of Australian consumers began purchasing organic products primarily for personal health reasons. Additionally, 46% were influenced by environmental concerns, while 27% cited animal welfare as a motivating factor in their purchasing decisions.

Unlike synthetic sweeteners like aspartame or saccharin, which have faced scrutiny over safety concerns, natural sweeteners offer a "better-for-you" appeal with fewer negative perceptions. They are often marketed as zero-calorie or low-glycemic alternatives, making them ideal for consumers following diabetic, ketogenic, or paleo diets. Moreover, manufacturers are using sweetener blends to improve taste, minimize aftertastes, and optimize functional properties in baked goods, beverages, dairy products, and confectionery.

Key Market Players

The Hershey Company

Nestle SA

Kellanova

Mars Incorporated

PepsiCo Inc.

The Coca-Cola Company

The Kraft Heinz Company

Hostess Brands Inc.

Mondelez International Inc.

Strauss Group Ltd

Report Scope:

In this report, the Global Sugar-Free Food and Beverage Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Sugar-Free Food and Beverage Market, By Product Type:

Beverages

Dairy & Dairy Alternatives

Confectionery

Bakery Products

Others

Sugar-Free Food and Beverage Market, By Sales Channel:

Supermarket/Hypermarket

Convenience Stores

Online

Others

Sugar-Free Food and Beverage Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Sugar-Free Food and Beverage Market.

Available Customizations:

Global Sugar-Free Food and Beverage 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factors Influence Purchase Decision

5. GLOBAL SUGAR-FREE FOOD AND BEVERAGE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Beverages, Dairy & Dairy Alternatives, Confectionery, Bakery Products, Others)

5.2.2. By Sales Channel (Supermarket/Hypermarket, Convenience Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. NORTH AMERICA SUGAR-FREE FOOD AND BEVERAGE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Sales Channel

6.2.3. By Country

6.3. North America: Country Analysis

6.3.1. United States Sugar-Free Food and Beverage Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Sales Channel

6.3.2. Canada Sugar-Free Food and Beverage Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Sales Channel

6.3.3. Mexico Sugar-Free Food and Beverage Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Sales Channel

7. EUROPE SUGAR-FREE FOOD AND BEVERAGE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Sales Channel

7.2.3. By Country

7.3. Europe: Country Analysis

7.3.1. France Sugar-Free Food and Beverage Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Product Type

7.3.1.2.2. By Sales Channel

7.3.2. Germany Sugar-Free Food and Beverage Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Product Type

7.3.2.2.2. By Sales Channel

7.3.3. Spain Sugar-Free Food and Beverage Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Product Type

7.3.3.2.2. By Sales Channel

7.3.4. Italy Sugar-Free Food and Beverage Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Product Type

7.3.4.2.2. By Sales Channel

7.3.5. United Kingdom Sugar-Free Food and Beverage Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Product Type

7.3.5.2.2. By Sales Channel

8. ASIA-PACIFIC SUGAR-FREE FOOD AND BEVERAGE MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Sales Channel
 - 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Sugar-Free Food and Beverage Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Sales Channel
 - 8.3.2. Japan Sugar-Free Food and Beverage Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Sales Channel
 - 8.3.3. India Sugar-Free Food and Beverage Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Sales Channel
 - 8.3.4. South Korea Sugar-Free Food and Beverage Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Sales Channel
 - 8.3.5. Indonesia Sugar-Free Food and Beverage Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By Sales Channel

9. MIDDLE EAST & AFRICA SUGAR-FREE FOOD AND BEVERAGE MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Sales Channel

9.2.3. By Country

9.3. MEA: Country Analysis

9.3.1. South Africa Sugar-Free Food and Beverage Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Product Type

9.3.1.2.2. By Sales Channel

9.3.2. Saudi Arabia Sugar-Free Food and Beverage Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Product Type

9.3.2.2.2. By Sales Channel

9.3.3. UAE Sugar-Free Food and Beverage Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Product Type

9.3.3.2.2. By Sales Channel

9.3.4. Turkey Sugar-Free Food and Beverage Market Outlook

9.3.4.1. Market Size & Forecast

9.3.4.1.1. By Value

9.3.4.2. Market Share & Forecast

9.3.4.2.1. By Product Type

9.3.4.2.2. By Sales Channel

10. SOUTH AMERICA SUGAR-FREE FOOD AND BEVERAGE MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

10.2.2. By Sales Channel

10.2.3. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Sugar-Free Food and Beverage Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Product Type

10.3.1.2.2. By Sales Channel

10.3.2. Argentina Sugar-Free Food and Beverage Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Product Type

10.3.2.2.2. By Sales Channel

10.3.3. Colombia Sugar-Free Food and Beverage Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Product Type

10.3.3.2.2. By Sales Channel

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. The Hershey Company
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence
 - 15.1.1.6. Recent Developments
 - 15.1.1.7. Key Management Personnel
 - 15.1.2. Nestle SA
 - 15.1.3. Kellanova
 - 15.1.4. Mars Incorporated
 - 15.1.5. PepsiCo Inc.
 - 15.1.6. The Coca-Cola Company
 - 15.1.7. The Kraft Heinz Company
 - 15.1.8. Hostess Brands Inc.
 - 15.1.9. Mondelez International Inc.
 - 15.1.10. Strauss Group Ltd

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIME

I would like to order

Product name: Sugar-Free Food and Beverage Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Beverages, Dairy & Dairy Alternatives, Confectionery, Bakery Products, Others), By Sales Channel (Supermarket/Hypermarket, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/SB16F8644431EN.html>

Price: US\$ 4,500.00 (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/SB16F8644431EN.html>