

# Global Sugar Substitute Market: An Analysis

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## Abstracts

The sugar substitute market mainly consists of high fructose syrup (HFCS), high intensity sweetener (HIS) and low intensity sweetener (LIS). The HIS segment (non-calorific) is the fastest growing segment among all other sugar substitutes. As rising level of obesity and diabetes continue to dominate, emphasis on reducing caloric intake as well as consuming healthier food and beverages is increasing which in turn driving the sales of sugar substitutes. North America dominates the sugar substitute market driven by downstream industries like food, beverages and pharmaceuticals.

Within the High Intensity Sweetener market, sucralose holds the largest consuming share followed by aspartame, saccharine, cyclamate, natural HIS (stevia), Ace-K and Neotame. Stevia (natural HIS) is gaining quick acceptance all across the globe because of the various health benefits associated with it. Global HFCS production and consumption both increased in 2012 mainly due to increased demand from beverage, foods-processing, dairy and confectionery industries. Countries like Thailand, Turkey, Philippines, Colombia and Vietnam where HFCS penetration is still low offer huge opportunity to expand. Among the LIS, sorbitol is the most used polyols among all others. Major manufacturers of sugar substitutes include Tate and Lyle, PureCircle Ltd, DuPont, S&W Seed Company etc.

The report titled “Global Sugar Substitute Market: An Analysis” is a comprehensive study on the global sugar substitute market with a special focus on regional markets like North America, Europe and Asia Pacific. The report provides a detailed analysis of sub-segments of the sugar substitute market like high fructose syrup (HFCS), high intensity sweetener (HIS) and low intensity sweetener (LIS). For each segment of the sugar substitute market (HFCS, HIS, LIS), the report analyzes the sizing and growth, segmentation and geographic breakdown. The report discusses key growth drivers, opportunities and challenges faced by the sugar substitute industry and also analyzes the major players operating in the sugar substitute industry.

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