

Global Sugar & Sweetener Market Report: 2014 Edition

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Abstracts

One of the fastest growing businesses includes the sugar and sweetener sector, which is a sub-industry of the food additives industry. An artificial sweetener is derived chemically and possesses the sweetness similar to sugar. On the other hand, sweeteners of natural origin are extracted from berries, fruits and certain plant species. The sugar industry is one of the oldest food processing industries in the world, with more than 100 countries and territories participating in the value chain. Brazil is the country with the largest sugarcane planted acreage in the world, following by other countries such as India, China and Thailand.

The sugar and sweetener industry has been growing on the back of factors like, growing number of diabetic patients worldwide, expanding obese population, mounting cardiovascular diseases incidences, and increasing consumption by the food and beverages industry. Furthermore, factors like growing ageing population, are also contributing to the growth of the sugar and sweetener industry. The demand and use of sweeteners is highly affected by factors including increasing age, deteriorating health condition, and rising incidence rate of diseases like diabetes which restrict the consumption of sugar and related products. Moreover, trends like evolving sweetener market, growing awareness of stevia, and other high-intensity sweeteners are also playing a significant role in shaping this industry.

One promising HIS is stevia, an-all natural zero-calorie sweetener derived from a plant: a key selling point compared to existing artificial sweeteners. The stevia is being accepted as a mainstream ingredient in sugar and sweetener market and the scale, breadth and rapidity of its adoption suggest that it has a real potential to develop further into mass market volume ingredient.

The report, “Global Sugar and Sweetener Market” prudently analyzes the development of the respective market, with a focus on regions including North America (the US, and Mexico), and emerging markets (Brazil and India) which have been discussed in detail. The segments including caloric sweetener (sugar) and high intensity sweetener (stevia) are also being discussed in the report. The major trends, growth drivers as well as issues being faced by the industry are being presented. The industry is predominated by a handful of players including DuPont, PureCircle, and Tate & Lyle, contending and vying for capturing market share. The profiles of these leading players are also included in the report along with their key financials and strategies for growth.

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