

# **Naturally Derived Sweeteners Market Size, Share, and Outlook, 2025 Report- By Type (Stevia, Sorbitol, Xylitol, Mannitol, Erythritol, Sweet Proteins, Others), Source (Organic, Regular), Application (Bakery and Confectionary, Dairy Products, Beverages, Others), Distribution Channel (Direct, Indirect), and Companies, 2021-2032**

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## **Abstracts**

### **Naturally Derived Sweeteners Market Outlook**

The global Naturally Derived Sweeteners market is expected to register a growth rate of 6.3% during the forecast period from \$4.7 Billion in 2024 to \$7.7 Billion in 2032. The Naturally Derived Sweeteners market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Naturally Derived Sweeteners segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Stevia, Sorbitol, Xylitol, Mannitol, Erythritol, Sweet Proteins, Others), Source (Organic, Regular), Application (Bakery and Confectionary, Dairy Products, Beverages, Others), Distribution Channel (Direct, Indirect). Over 70 tables and charts showcase findings from our latest survey report on Naturally Derived Sweeteners markets.

### **Naturally Derived Sweeteners Market Insights, 2025**

The Naturally Derived Sweeteners Market in 2025 is witnessing significant growth

fueled by consumer health consciousness, demand for clean-label products, and regulatory scrutiny over artificial sweeteners and excessive sugar consumption. Sweeteners such as stevia, monk fruit, and erythritol are increasingly used in beverages, baked goods, dairy products, and dietary supplements to provide sweetness with fewer calories and minimal glycemic impact. Technological innovations improve taste profiles, reduce bitterness, and increase stability during processing. The market is further supported by expanding applications in functional foods and the rise of diabetic and weight-management populations. Sustainable sourcing practices and scalable production methods also contribute to the long-term growth prospects.

## Five Trends that will define global Naturally Derived Sweeteners market in 2025 and Beyond

A closer look at the multi-million global market for Naturally Derived Sweeteners identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Naturally Derived Sweeteners companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Naturally Derived Sweeteners industry?

The Naturally Derived Sweeteners sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Naturally Derived Sweeteners Market Segment Insights

The Naturally Derived Sweeteners industry presents strong offers across categories. The analytical report offers forecasts of Naturally Derived Sweeteners industry performance across segments and countries. Key segments in the industry include By Type (Stevia, Sorbitol, Xylitol, Mannitol, Erythritol, Sweet Proteins, Others), Source (Organic, Regular), Application (Bakery and Confectionary, Dairy Products, Beverages,

Others), Distribution Channel (Direct, Indirect). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Naturally Derived Sweeteners market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Naturally Derived Sweeteners industry ecosystem. It assists decision-makers in evaluating global Naturally Derived Sweeteners market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Naturally Derived Sweeteners industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

### Asia Pacific Naturally Derived Sweeteners Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Naturally Derived Sweeteners Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Naturally Derived Sweeteners with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Naturally Derived Sweeteners market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Naturally Derived Sweeteners market Insights Executives are most excited about opportunities for the US Naturally Derived Sweeteners industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Naturally Derived Sweeteners companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Naturally Derived Sweeteners market.

Latin American Naturally Derived Sweeteners market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Naturally Derived Sweeteners Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Naturally Derived Sweeteners markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria,

South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Naturally Derived Sweeteners markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Naturally Derived Sweeteners companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Tate and Lyle PLC, Archer Daniels Midland Company, DuPont, Roquette Freres, Cargill Inc., Ingredion Inc., Sagan? Association , Fooditive B.V., Real Stevia Company, FoodChem International Corporation, , PureCircle Ltd, Suminter India Organics, Ecogreen Oleochemicals Pte Ltd (Singapore).

## Naturally Derived Sweeteners Market Scope

### Leading Segments

#### By Type

Stevia

Sorbitol

Xylitol

Mannitol

Erythritol

Sweet Proteins

Others

By Source

Organic

Regular

By Application

Bakery and Confectionary

Dairy Products

Beverages

Others

By Distribution Channel

Direct

Indirect

Leading Companies

Tate and Lyle PLC

Archer Daniels Midland Company

DuPont

Roquette Freres

Cargill Inc.

Ingredion Inc.

Sagan? Association

Fooditive B.V.

Real Stevia Company

FoodChem International Corporation

PureCircle Ltd, Suminter India Organics, Ecogreen Oleochemicals Pte Ltd (Singapore)

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.



## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Naturally Derived Sweeteners Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Naturally Derived Sweeteners Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL NATURALLY DERIVED SWEETENERS MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

- 4.6 Porter's Five Force Analysis
  - 4.6.1 Intensity of Competitive Rivalry
  - 4.6.2 Threat of New Entrants
  - 4.6.3 Threat of Substitutes
  - 4.6.4 Bargaining Power of Buyers
  - 4.6.5 Bargaining Power of Suppliers
- 4.7 Naturally Derived Sweeteners Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. NATURALLY DERIVED SWEETENERS MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
  - 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
  - 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Type
- Stevia
  - Sorbitol
  - Xylitol
  - Mannitol
  - Erythritol
  - Sweet Proteins
  - Others
- By Source
- Organic
  - Regular
- By Application
- Bakery and Confectionary
  - Dairy Products
  - Beverages
  - Others
- By Distribution Channel
- Direct
  - Indirect

## **6. GLOBAL NATURALLY DERIVED SWEETENERS MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

## **6. NORTH AMERICA NATURALLY DERIVED SWEETENERS MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024
- 6.2 North America Naturally Derived Sweeteners Market Trends and Growth Opportunities
  - 6.2.1 North America Naturally Derived Sweeteners Market Outlook by Type
  - 6.2.2 North America Naturally Derived Sweeteners Market Outlook by Application
- 6.3 North America Naturally Derived Sweeteners Market Outlook by Country
  - 6.3.1 The US Naturally Derived Sweeteners Market Outlook, 2021- 2032
  - 6.3.2 Canada Naturally Derived Sweeteners Market Outlook, 2021- 2032
  - 6.3.3 Mexico Naturally Derived Sweeteners Market Outlook, 2021- 2032

## **7. EUROPE NATURALLY DERIVED SWEETENERS MARKET SIZE OUTLOOK**

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Naturally Derived Sweeteners Market Trends and Growth Opportunities
  - 7.2.1 Europe Naturally Derived Sweeteners Market Outlook by Type
  - 7.2.2 Europe Naturally Derived Sweeteners Market Outlook by Application
- 7.3 Europe Naturally Derived Sweeteners Market Outlook by Country
  - 7.3.2 Germany Naturally Derived Sweeteners Market Outlook, 2021- 2032
  - 7.3.3 France Naturally Derived Sweeteners Market Outlook, 2021- 2032
  - 7.3.4 The UK Naturally Derived Sweeteners Market Outlook, 2021- 2032
  - 7.3.5 Spain Naturally Derived Sweeteners Market Outlook, 2021- 2032
  - 7.3.6 Italy Naturally Derived Sweeteners Market Outlook, 2021- 2032
  - 7.3.7 Russia Naturally Derived Sweeteners Market Outlook, 2021- 2032
  - 7.3.8 Rest of Europe Naturally Derived Sweeteners Market Outlook, 2021- 2032

## **8. ASIA PACIFIC NATURALLY DERIVED SWEETENERS MARKET SIZE OUTLOOK**

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Naturally Derived Sweeteners Market Trends and Growth Opportunities
  - 8.2.1 Asia Pacific Naturally Derived Sweeteners Market Outlook by Type
  - 8.2.2 Asia Pacific Naturally Derived Sweeteners Market Outlook by Application

### 8.3 Asia Pacific Naturally Derived Sweeteners Market Outlook by Country

8.3.1 China Naturally Derived Sweeteners Market Outlook, 2021- 2032

8.3.2 India Naturally Derived Sweeteners Market Outlook, 2021- 2032

8.3.3 Japan Naturally Derived Sweeteners Market Outlook, 2021- 2032

8.3.4 South Korea Naturally Derived Sweeteners Market Outlook, 2021- 2032

8.3.5 Australia Naturally Derived Sweeteners Market Outlook, 2021- 2032

8.3.6 South East Asia Naturally Derived Sweeteners Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Naturally Derived Sweeteners Market Outlook, 2021- 2032

## **9. SOUTH AMERICA NATURALLY DERIVED SWEETENERS MARKET SIZE OUTLOOK**

9.1 Key Market Statistics, 2024

9.2 South America Naturally Derived Sweeteners Market Trends and Growth Opportunities

9.2.1 South America Naturally Derived Sweeteners Market Outlook by Type

9.2.2 South America Naturally Derived Sweeteners Market Outlook by Application

9.3 South America Naturally Derived Sweeteners Market Outlook by Country

9.3.1 Brazil Naturally Derived Sweeteners Market Outlook, 2021- 2032

9.3.2 Argentina Naturally Derived Sweeteners Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Naturally Derived Sweeteners Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA NATURALLY DERIVED SWEETENERS MARKET SIZE OUTLOOK**

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Naturally Derived Sweeteners Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Naturally Derived Sweeteners Market Outlook by Type

10.2.2 Middle East and Africa Naturally Derived Sweeteners Market Outlook by Application

10.3 Middle East and Africa Naturally Derived Sweeteners Market Outlook by Country

10.3.1 Saudi Arabia Naturally Derived Sweeteners Market Outlook, 2021- 2032

10.3.2 The UAE Naturally Derived Sweeteners Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Naturally Derived Sweeteners Market Outlook, 2021- 2032

10.3.4 South Africa Naturally Derived Sweeteners Market Outlook, 2021- 2032

10.3.5 Egypt Naturally Derived Sweeteners Market Outlook, 2021- 2032

10.3.6 Rest of Africa Naturally Derived Sweeteners Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

### 11.1 Leading 10 Companies

Tate and Lyle PLC

Archer Daniels Midland Company

DuPont

Roquette Frères

Cargill Inc.

Ingredion Inc.

Sagan? Association

Fooditive B.V.

Real Stevia Company

FoodChem International Corporation

PureCircle Ltd, Suminter India Organics, Ecogreen Oleochemicals Pte Ltd (Singapore)

### 11.2 Overview

### 11.3 Products and Services

### 11.4 SWOT Profile

## **12. APPENDIX**

### 12.1 Subscription Options

### 12.2 Customization Options

### 12.3 Publisher Details

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