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# Sweeteners Market Research Report - Forecast till 2030

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## Description:

### Global Sweeteners Market Overview

Sweeteners market size was valued at USD 555.89 billion in 2021. The sweeteners industry is projected to grow from USD 575.40 Billion in 2022 to USD 732.57 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 3.51% during the forecast period (2022 - 2030). Increase in the consumption of organic sweetener and growing awareness regarding healthy foods are the key market drivers enhancing the market growth.

Sweeteners Market Overview

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

### Sweeteners Market Trends

- **Growing need of the consumer for healthy products to boost market growth**

The continuously changing lifestyles and food habits among consumers are boosting the growth of the fast-food and bakery industry, which has led to significant growth of the market in recent years. The product are used in bakery food products not only for their sweet flavor but also for their ability to bulk, structure, brown, aerate, fuel, and maintain the product's moisture, shelf life, and appeal. The growth of honey and artificial sweeteners can be credited to rising health consciousness among consumers to encourage healthier and more nutritious food around the globe.

Further, rising prevalence of obesity and diabetes among consumers across the globe, there is an increased demand for low-calorie, sugarless or sweetener-based food and beverage products to help consumers maintain a healthy diet. Among that, too, the majority of the health-conscious consumers are preferring products containing natural sweeteners because they contain fewer calories than conventional sugar and also is less prone to side effects on human health as compared to artificial sweeteners. Consumption of natural product helps in providing various health benefits for consumers opting to lead a healthier lifestyle. For instance, the consumption of natural sweeteners helps in weight control and diabetes. These prodduct do not comprise carbohydrates, owing to which they generally do not raise blood sugar levels. Natural sweeteners have virtually no calories, whereas a teaspoon of sugar has over 16 calories.

Additionally, ongoing developments and new applications in the food industry, such as developments in dairy products and baked goods, the market has seen tremendous expansion. Sweetness, low price, taste, nutrition, bulkiness, preservation qualities, heat resistance, and blending abilities are benefits offered by alternative sweeteners. Therefore, rise in health concerns as well as increase in incidence of diabetes & obesity has enhanced the sweeteners market CAGR across the globe in the recent years.

However, the rising inclination toward natural products is propelling the growth of the market. Manufacturers are offering a wide range of sugar substitutes such as xylitol, mannitol, erythritol, stevia, and honey due to the rapidly increasing consumption around the world drives the growth of the sweeteners market revenue.

### Sweeteners Market Segment Insights

#### Sweeteners Type Insights

The Sweeteners market segmentation, based on type, natural and artificial. The natural segment held the majority share in 2021 to the sweeteners market revenue. This is primarily owing to the development of the required structure and offers consistency to baked food products, owing to which it is most widely used in the baking industry. However, artificial is the fastest-growing category over the forecast period due to the surging research and development activities and the increasing number of potential pharmaceutical applications.

**January 2021:** Roquette, BRAIN AG, and AnalytiCon Discovery revealed that the research and development phase for Brazzein, a protein sweetener that is naturally present in African berries called *Pentadiplandra brazzeana* Baillon, had been successfully completed.

### Sweeteners Application Insights

The sweeteners market data has been bifurcated by application into bakery and confectionery, dairy and frozen desserts, beverages, and others. The bakery and confectionery segment dominated the market in 2021 and is projected to be the faster-growing segment during the forecast period, 2022-2030. It is used in large quantities in yeast-based and chemically leavened baked goods such as cakes and cookies. Apart from that, they are also used as bulking agents, coloring agents, humectants, texturizers, and shelf-life extenders. However, beverages segment is the fastest-growing category over the forecast period as it is currently preferred in beverages, such as diet carbonated drinks, flavored water, and other beverages. Stevia is a key natural sweeteners used in beverages. It is a preferred natural sweeteners with reduced-calorie and zero glycemic indexes, which is used to produce numerous versions of energy drinks, soft drinks, ready-to-drink teas, flavored water, and fruit juices. Other natural sweeteners, such as erythritol and xylitol, are also preferred among key players in the beverage industry. Thus, the expansion of the consumer base for beverage products provides an incentive for developing new natural products, thereby driving the market growth.

**Figure 1: Sweeteners Market, by Application, 2021 & 2030 (USD Million)**

**Sweeteners Market, by Application, 2021 & 2030**

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

### Sweeteners Regional Insights

By Region, the study provides the market insights into North America, Europe, Asia-Pacific and Rest of the World. North America sweeteners market accounted for USD 239.59 billion in 2021 and is expected to exhibit a significant CAGR growth during the study period. This is attributed to the growing awareness about sugar alternatives that provide low or no calories. Consumers in the region are shifting toward natural and organic products and consuming less packaged and heavily processed food, which is expected to drive the demand for natural sweeteners in the region. Moreover, US sweeteners market held the largest market share, and the Canada sweeteners market was the fastest growing market in the North America region.

Further, the major countries studied in the market report are: The U.S, Canada, Germany, France, UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

**Figure 3: SWEETENERS MARKET SHARE BY REGION 2021 (%)**

**SWEETENERS MARKET SHARE BY REGION 2021**

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

Europe sweeteners market accounts for the second-largest market share due to a surge in per capita income and purchasing power. Developing countries are seeing increase in urbanization, rapid rise in household incomes, and lifestyle and dietary changes in the consumers which drives the market in this region. Further, the Germany sweeteners market held the largest market share, and the UK sweeteners market was the fastest growing market in the European region

The Asia-Pacific sweeteners market is expected to grow at the fastest CAGR from 2022 to 2030. The region holds large growth potential for the food and beverages industry on account of the presence of some of the fastest-growing economies such as China and India. The younger population in the region is largely influenced by western diets. The demand for premium beverages and confectionery products is expected to lead to an increase in the imports of such sweeteners. Moreover, China sweeteners market held the largest market share, and the India sweeteners market was the fastest growing market in the Asia-Pacific region

### Sweeteners Key Market Players

Major market players are spending a lot of money on R&D to increase their product lines, which will help the sweeteners market grow even more. Market participants are also taking a range of strategic initiatives to grow their worldwide footprint, with key market developments such as new product launches, contractual agreements, mergers and acquisitions, increased investments, and collaboration with other organizations. Competitors in the sweeteners industry must offer cost-effective items to expand and survive in an increasingly competitive and rising market environment.

One of the primary business strategies adopted by manufacturers in the sweeteners industry to

benefit clients and expand the market sector is to manufacture locally to reduce operating costs. The sweeteners market major player such as AJINOMOTO (Japan), CELANESE CORPORATION (U.S.), Kerry Group PLC (Ireland), and others are working to expand the market demand by investing in research and development activities.

Heartland Food Products Group is a leader in the consumer packaged goods (CPG) industry, producing low-calorie sweeteners and liquid water enhancers. Simply put, we make coffee, tea and water taste better. Their sweeteners are also great for baking and sprinkling! From peanut butter cookies to banana bread, low-calorie sweetness starts with Splenda. In June 2020, Heartland Food Products Group, a parent brand of Splenda Stevia sweeteners, collaborated with local farmers in order to grow Splenda stevia plants in the U.S.

Also, Sweegen is engaged in the development and manufacture of food ingredients, biological products, dietary supplements and botanical extracts. The company develops and produce sustainable alternative stevia sweeteners from natural resources that can improve the health and nutrition of the consumer. Sweegen serves customers in the United States. In August 2020, Sweegen entered into a strategic partnership with the China Commercial Foreign Trade Group (CCFT) for the distribution of Bestevia non-GMO, zero-calorie stevia sweeteners through its vast distribution channels in China.

#### Key Companies in the Sweeteners market includes

ADM

Ingredion

Cargill, Incorporated

Roquette Frères

Tate & Lyle

Foodchem International Corporation

PureCircle

Pure Brands LLC

Beyond the Hive

Dabur India Ltd.

Kerry Group plc

Ajinomoto Co., Inc.

International Flavors & Fragrances Inc.

DFI Corporation

Nascent Health Sciences, LLC, among others

#### Sweeteners Industry Developments

**October 2021:** Sweegen launched the sweetener Brazzein in collaboration with Conagen, Bedford. The company claims that brazzein is a zero-calorie, high-intensity, and heat-stable protein, brazzein is 500 to 2,000 times sweeter than conventional sugar.

**July 2021:** LaynNatural Ingredients planned to invest USD 148 billion to expand its infrastructure. The company's new manufacturing facility is expected to be completed in three years and will have the capacity to process an additional 4,000 tonnes of stevia leaf extract per year.

**July 2020:** Tate & Lyle launched the VANTAGE sweetener solution design tools. It is a set of new and innovative sweetener solution design tools along with an education program, which is designed for creating sugar-reduced food and drinks using low-calorie sweeteners.

#### Sweeteners Market Segmentation

##### Sweeteners Type Outlook

Natural

Artificial

## Sweeteners Application Outlook

Bakery and Confectionery

Dairy and Frozen Desserts

Beverages

Others

## Sweeteners Regional Outlook

### North America

US

Canada

### Europe

Germany

France

UK

Italy

Spain

Rest of Europe

### Asia-Pacific

China

Japan

India

Australia

South Korea

Australia

Rest of Asia-Pacific

### Rest of the World

Middle East

Africa

Latin America

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