

Artificial Sweetener Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The artificial sweetener market is projected to register a CAGR of 3.7% during the forecast period (2022-2027).

The COVID-19 pandemic created uncertainty regarding the allocation of sugarcane between ethanol and sugar in Brazil. Furthermore, crude oil price fluctuations and the Renovabio ethanol program had significant effects on the international market for sugar by altering the export levels from Brazil. According to the National Federation of Co-operative Sugar Factories, the global price of sugar dropped by 22%, as the oil price fell by 30%, which encouraged the refineries to limit the sugarcane used for ethanol products, thereby increasing the sugar availability in the global market (higher supply than the demand resulted in the low price of the product) in March 2020. However, this low price did not last for long and increased after April 2020 end.

Artificial sweeteners are sweeter than table sugar, but they have energy density far lower than table sugar. Artificial sweeteners find increased applications in the food and beverage industry in products like soft drinks, sauces, chewing gum, jellies, dressings, baked goods, candy, fruit juice, ice cream, etc. The soft drink industry is found to have the maximum consumption of artificial sweeteners due to the increasing demand for low sugar and diet beverages.

While increasing concerns regarding clean-label solutions and the complex regulatory structure in Europe and the United States may impede the market growth, product innovation and growing demand for artificial sweeteners may help the market grow further during the forecast period.

Artificial Sweetener Market Trends

Rising Propensity for Low or No-calorie Versions of Foods and Beverages

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Increasingly health-conscious consumers are paying close attention to the sugar and calorie content of their favorite foods. They say that a low-calorie claim is important to them when buying food or drinks. With the health-conscious audience gravitating for low- or no-calorie versions of food and beverages, artificial sweetener consumption is on the rise. In response to customer demand, food manufacturers are using high-intensity artificial sweeteners to create light goods with fewer calories and enticing flavor profiles.

Sugar-free gums, for example, have shown substantial sales growth compared to normal gums. Diet beverages, tabletop sweeteners, yogurt, and frozen dairy products are some other goods that use artificial sweeteners as a key component. Urban inhabitants find it challenging to maintain a healthy lifestyle due to their hectic and sedentary lifestyles. This frequently leads to harmful habits such as irregular eating and the intake of sugary drinks to quench hunger and thirst at inappropriate times. Low-calorie RTD drinks are projected to rise in popularity as the world's population becomes more sedentary and unhealthy. In July 2021, PepsiCo announced its plans to reduce sugar content by 25% in sodas and iced tea beverage portfolios across the EU by 2025. By introducing products with less sugar content, the company aims to catch the attention of health-conscious consumers in the region.

Asia-Pacific is One of the Largest Markets for Artificial Sweeteners

The rise in health awareness among consumers, concerns about obesity and diabetes, and the amount of calorie intake are driving the artificial sweetener market in the region. A trend of losing weight is also found in the region, which reduces the usage of table sugar and boosts the artificial sugar market. The improved economic conditions and changing lifestyles have resulted in the increased demand for convenience foods. The evolving dietary patterns such as low-calorie and zero-calorie foods are increasing in the processed and packed food segment, resulting in the increased demand for artificial sweeteners.

Artificial Sweetener Market Competitor Analysis

The artificial sweetener market is a fragmented market with the presence of various large and small regional players. Leading manufacturers in the market are using advanced technologies to provide safe, affordable, and efficient artificial sweeteners. Major players in the market are - Whole Earth Sweetener, Ach Food, Madhava Sweeteners, Cargill Inc., Beijing Vitasweet Co. Ltd, Ajinomoto Co. Inc., and Tate & Lyle PLC.

Companies operating in the food sweetener manufacturing segment are aligning their manufacturing with consumer preferences. A shift in consumer preferences over the past few years has led manufacturers to focus on the production of clean-label and non-GMO products, which is expected to continue in the coming years.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 Type

5.1.1 Aspartame

5.1.2 Acesulfame K

5.1.3 Saccharin

5.1.4 Sucralose

5.1.5 Neotame

5.1.6 Other Types

5.2 Application

5.2.1 Bakery Products

5.2.2 Dairy Products

5.2.3 Confectionery

5.2.4 Beverages

5.2.5 Other Applications

5.3 Geography

5.3.1 North America

5.3.1.1 United States

5.3.1.2 Canada

5.3.1.3 Mexico

5.3.1.4 Rest of North America

5.3.2 Europe

5.3.2.1 Spain

5.3.2.2 United Kingdom

5.3.2.3 Germany

5.3.2.4 France

5.3.2.5 Italy

5.3.2.6 Russia

5.3.2.7 Rest of Europe

5.3.3 Asia-Pacific

5.3.3.1 China

5.3.3.2 Japan

5.3.3.3 India

5.3.3.4 Australia

5.3.3.5 Rest of Asia-Pacific

5.3.4 South America

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.3.4.1 Brazil
- 5.3.4.2 Argentina
- 5.3.4.3 Rest of South America
- 5.3.5 Middle-East
 - 5.3.5.1 South Africa
 - 5.3.5.2 United Arab Emirates
 - 5.3.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 Tate & Lyle
 - 6.4.2 Cargill Inc.
 - 6.4.3 Archer Daniels Midland
 - 6.4.4 Ingredion Inc.
 - 6.4.5 Roquette
 - 6.4.6 Ajinomoto Co. Inc.
 - 6.4.7 JK Sucralose Inc.
 - 6.4.8 DuPont
 - 6.4.9 Tereos SA
 - 6.4.10 GLG Life Tech Corporation

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Artificial Sweetener Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-28"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

