

Global Natural Sweeteners Market Report and Forecast 2024-2032

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Report description:

Global Natural Sweeteners Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global natural sweeteners market is projected to grow at a CAGR of 10.7% between 2024 and 2032. Aided by the burgeoning demand for healthier alternatives to refined sugars and artificial sweeteners, the market is expected to grow significantly by 2032.

Natural sweeteners, derived directly from plants, fruits, and certain minerals, are increasingly preferred for their myriad health benefits and minimal processing. Popular natural sweeteners include stevia, agave nectar, honey, maple syrup, and monk fruit extract. These sweeteners are not only praised for their pleasant taste but also for their lower caloric content and lower impact on blood glucose levels, making them ideal for diabetics and health-conscious individuals.

The escalating concern regarding the adverse health effects associated with excessive sugar consumption, such as obesity, diabetes, and cardiovascular diseases, has been a primary driver for the natural sweeteners market growth. Consumers, armed with better information and heightened health consciousness, are actively seeking healthier alternatives, thereby driving the surge in demand for natural sweeteners.

Moreover, the fitness and wellness industry's influence, which advocates for holistic and clean eating, has significantly uplifted the profile of natural sweeteners. They're often recommended for weight management and as a vital component in diets championed by nutritionists, fitness trainers, and influencers.

Industrial applications of natural sweeteners have also seen a remarkable increase. The food and beverage industry, for instance, uses these sweeteners to formulate reduced-calorie products without compromising on taste. Natural beverages, protein bars, confectioneries, and baked goods infused with natural sweeteners are gaining traction, further influencing the natural sweeteners market outlook.

The cosmetic industry is another significant consumer of natural sweeteners, primarily honey and stevia, given their moisturising and skin-soothing properties. Additionally, their natural antibacterial qualities make them essential ingredients in various skincare and haircare products.

Pharmaceuticals, too, have recognised the potential of natural sweeteners. Stevia, in particular, with its ability to stabilise blood sugar levels, is being researched as a potential supplement or even a treatment for type 2 diabetes. Honey, revered for its

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medicinal properties, is a staple in many cough syrups and throat-soothing lozenges.

However, the rise of the vegan movement and the emphasis on cruelty-free products has spotlighted certain natural sweeteners like agave nectar and maple syrup. As veganism gains global traction, these plant-based sweeteners are being recognised as ethical and sustainable alternatives to honey, which is derived from bees. Consequently, the demand for vegan-friendly sweeteners has provided a fresh impetus to the natural sweeteners market demand.

Market Segmentation

The market can be divided based on type, product, application, distribution channel, and region.

Market Breakup by Type

- Low Intensity Sweeteners
- High Intensity Sweeteners
- Others

Market Breakup by Product

- Stevia
- Maple Syrup
- Honey
- Molasses
- Coconut Sugar
- Others

Market Breakup by Application

- Food
- Beverages
- Pharmaceuticals
- Personal Care
- Others

Market Breakup by Distribution Channel

- Hypermarkets/Supermarkets
- Convenience Stores
- Specialty Stores
- Online Retailers
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global natural sweeteners market. Some of the major players explored in the report by Expert Market Research are as follows:

- Ingredion Incorporated
- Tate & Lyle PLC
- Cargill, Incorporated
- Archer Daniels Midland Company
- Capilano Honey Ltd
- Roodin Group Co., Ltd.
- Pastili Limited

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- PT. Coco Sugar Indonesia.
- Roquette Freres
- Sunwin Stevia International Inc
- GLG Life Tech Corporation
- K. K. Birla Group of Sugar Companies
- Others

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