

## **Europe Middle East and Africa Saccharin Market Report and Forecast 2024-2032**

Market Report | 2023-12-19 | 170 pages | EMR Inc.

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### **Report description:**

Europe Middle East and Africa Saccharin Market Report and Forecast 2024-2032

#### Market Outlook

According to the report by Expert Market Research (EMR), the Europe Middle East and Africa saccharin market is projected to grow at a CAGR of 2.4% between 2024 and 2032. Aided by the surging demand for low-calorie sweeteners and the expansion of the food and beverage industry in these regions, the market is expected to grow significantly by 2032.

Saccharin, recognised for over a century as one of the earliest artificial sweeteners, is approximately 300 to 400 times sweeter than sucrose. Due to its zero-calorie content, saccharin has gained prominence as a crucial ingredient in a plethora of products such as soft drinks, tabletop sweeteners, baked goods, jams, and even pharmaceuticals. Its non-glycaemic nature, which means it doesn't raise blood sugar levels, makes it particularly attractive for diabetic consumers and those seeking weight management. The augmented demand for sugar substitutes, especially in Europe, is significantly driving the Europe Middle East and Africa saccharin market growth. As obesity and diabetes rates rise, consumers in developed European countries are increasingly seeking healthier dietary alternatives, shifting their focus towards low-calorie and sugar-free products. Saccharin, with its longstanding safety approvals from major health agencies, seamlessly fits this requirement.

The Middle East and Africa, although at different stages of market maturity compared to Europe, are also witnessing an upswing in saccharin's demand. Rapid urbanisation, changing consumer preferences, and the introduction of global food and beverage brands have kindled interest in diet and sugar-free products in these regions.

Another pivotal growth driver in the Europe Middle East and Africa saccharin market demand is its widespread application in the pharmaceutical industry. The pleasant sweet taste of saccharin masks the often bitter taste of medicinal compounds, making it a preferred choice in syrups and medicated oral solutions.

In the competitive landscape of sweeteners, saccharin also faces stiff competition from newer alternatives such as stevia, aspartame, and sucralose. These sweeteners, marketed with a 'natural' or 'healthier' appeal, could influence brand preferences and product formulations.

However, ongoing research and innovations are introducing refined versions of saccharin with enhanced taste profiles and reduced aftertastes. According to the Europe Middle East and Africa saccharin market analysis, the cost-effectiveness of saccharin production, especially when compared to other sweeteners, offers a considerable advantage, particularly in price-sensitive

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markets within the EMEA region.

#### Market Segmentation

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

#### Market Breakup by Type

- Calcium

- Sodium

- Insoluble

#### Market Breakup by Application

- Food and Beverages

- Table Top Sweetener

- Personal Care

- Pharmaceutical

- Others

#### Market Breakup by Region

- Germany

- France

- United Kingdom

- Saudi Arabia

- Nigeria

- United Arab Emirates

#### 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 Europe Middle East and Africa saccharin market. Some of the major players explored in the report by Expert Market Research are as follows:

- PMC Specialties Group, Inc

- JMC Corporation

- HENAN KAIFENG PINGMEI SHENMA XINGHUA FINE CHEMICAL CO., LTD.

- Others

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