

North America Saccharin Market Report and Forecast 2024-2032

Market Report | 2023-12-19 | 220 pages | EMR Inc.

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Report description:

North America Saccharin Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the North America saccharin market was aided by the growing market for artificial high-intensity sweetener (HIS). Aided by the escalating demand for low-caloric sweetening agents and the increasing public awareness regarding the health concerns of excessive sugar intake, the artificial HIS industry is expected to grow further with a CAGR of 3.5% between 2024 and 2032.

Saccharin, recognised for its longevity as one of the first artificial sweeteners on the market, continues to stand out amidst the plethora of sweetening alternatives available today. Its unique capability to deliver a sweetness potency up to 400 times that of regular sugar - all the while being calorie-free - has facilitated its widespread adoption, predominantly in the food and beverage sectors. In various forms, from diet sodas to sugar-free desserts, saccharin has seamlessly integrated itself into the North American culinary landscape.

One cannot ignore the increasing incidence of health issues like diabetes and obesity that plague North America. This alarming trend has ignited a paradigm shift in consumer food choices, with a noticeable tilt towards healthier alternatives. Saccharin, with its legacy and promise of sweetness without the caloric burden, naturally becomes a preferred choice for many.

The beverage segment, in particular, stands out as a prime segment which is bolstering the North America saccharin market demand. Given the criticism and subsequent decline in sales of sugary sodas, beverage giants are steadily gravitating towards low-calorie sweeteners, with saccharin being a frontrunner. This strategic move not only caters to the health-conscious demographic but also aligns with certain legislative actions aimed at curbing sugar consumption.

Beyond its pivotal role in the food and beverage domains, saccharin's influence extends to the pharmaceutical realm. The need for sweet yet calorie-free solutions in oral medications, particularly liquid formulations and chewable tablets, positions saccharin as an invaluable asset. The flourishing pharmaceutical sector in North America, paired with the demand for more palatable medicine, projects a promising upward trend for saccharin.

According to the North America saccharin market analysis, the contemporary North American lifestyle, characterised by its fast pace and reliance on processed foods, also amplifies the demand for saccharin. The upsurge in consumption of convenience foods, which frequently incorporate artificial sweeteners for taste enhancement and extended shelf life, ensures a sustained

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market for saccharin.

However, the path ahead is not without its hurdles. The artificial sweetener market is fiercely competitive. Saccharin competes with the likes of aspartame, steviol glycosides, and sucralose for its share of the consumer's pantry. Periodic health scares and concerns regarding synthetic sweeteners also cast occasional shadows over saccharin's market prospects. Yet, its longstanding presence, combined with cost benefits, influences the North America saccharin market outlook.

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

- United States
- Canada

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 North America saccharin market. Some of the major players explored in the report by Expert Market Research are as follows:

- PMC Specialties Group
- JMC Corporation
- HENAN KAIFENG PINGMEI SHENMA XINGHUA FINE CHEMICAL CO., LTD.
- Merck KGaA
- Others

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