

North America Natural Sweeteners Market Report and Forecast 2024-2032

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Report description:

North America Natural Sweeteners Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the North America natural sweeteners market is being aided by the rising demand for stevia. Aided by the escalating demand for healthier food alternatives and a growing consumer aversion towards synthetic sweeteners, the market is projected to grow at a CAGR of 7.9% between 2024-2032 and is expected to reach a production value of USD 965 million by 2032.

Natural sweeteners, sourced primarily from plants and herbs, are gaining traction as healthier alternatives to traditional sugars and artificial sweeteners. In the diverse North American food landscape, these sweeteners find themselves being employed in a range of products from beverages, bakery items, confectioneries, to health supplements. Stevia, monk fruit, and maple syrup are among the prominent natural sweeteners that have been embraced by North American consumers. These sweeteners, besides serving as sugar substitutes, bring to the table a myriad of health advantages such as minimal calorie content, a lower glycaemic index, and some even boasting medicinal properties.

According to the North America natural sweeteners market analysis, A discernible shift in consumer behaviour can be identified in North America, with an increasing emphasis on health and wellness. The adverse health implications linked to high sugar consumption, including obesity, type 2 diabetes, and heart diseases, have significantly amplified the adoption rate of natural sweeteners. Furthermore, proactive marketing strategies and campaigns by industry participants highlighting the superiority of natural sweeteners over artificial ones have further solidified their foothold.

The versatility of natural sweeteners ensures their extensive industrial application, leading to a heightened North America natural sweeteners market growth. The beverage sector, for instance, is leaning into these sweeteners for curating health drinks, teas, and low-calorie beverages. The thriving bakery and confectionery sectors are capitalising on natural sweeteners, catering to consumers who demand healthier sweet indulgences. In the ever-expanding dietary supplement industry in North America, these sweeteners are integrated to enhance flavour profiles, ensuring both health benefits and taste satisfaction.

A pivotal trend influencing the North American natural sweeteners market outlook is the surge in specific dietary preferences. As vegetarian, vegan, and clean-label diets gain momentum in the region, natural sweeteners, recognised for their plant-based origins and holistic appeal, have become a go-to for consumers adhering to these dietary choices.

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Governmental directives and health organisation recommendations geared towards reducing sugar intake in daily diets also wield considerable influence over the North America natural sweeteners market demand. For example, specific jurisdictions within North America have implemented sugar taxes and stringent labelling standards, indirectly advocating for natural sweeteners as the optimal sugar substitute.

Market Segmentation

The market can be divided based on intensity, type, application, distribution channel, and country.

Market Breakup by Intensity

- High Intensity Sweeteners
- Low Intensity Sweeteners

Market Breakup by Type

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

Market Breakup by Application

- Food
- Beverages
- Pharmaceuticals
- Personal Care
- Others

Market Breakup by Distribution Channel

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

Market Breakup by Country

- United States of America
- 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 natural sweeteners market. Some of the major players explored in the report by Expert Market Research are as follows:

- PureCircle Limited
- Tate & Lyle Plc
- Cargill Inc.
- Archer Daniels Midland Company
- Ingredion Incorporated
- GLG Life Tech Corporation
- SweeGen, Inc.
- Others

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