

Sweetener Market By Type (Sucrose, Starch Sweeteners and Sugar Alcohol, High Intensity Sweeteners), By Application (Bakery and Cereal, Beverages, Dairy, Confectionery, Table Top Sweetener, Others), By Distribution Channel (Supermarket and Hypermarkets, Departmental Stores, Convenience Stores, Online Store, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The sweetener market size was valued at \$82,338.6 million in 2021 and is estimated to reach \$130,555.9 million by 2031, registering a CAGR of 4.6% from 2022 to 2031. A sweetener is a sucrose and sugar alternative that is manufactured either naturally or chemically. Sugar alternative is a food additive that has the same sweetness as sugar but has far fewer calories than sugar-based sweeteners, making it a negligible or low-calorie sweetener. Artificial sweeteners can be produced by through plant extracts or via chemical processing. Sugar substitutes are commercially available in a variety of formulations, including tiny tablets, powders, and packs.

The usage of sugar has significantly grown in the food industry with the rise in demand for processed food, confectioneries, bakery goods, and soft drinks. The manufacturers in the food & beverages industry are seeking for low price sugar substitutes for decreasing their input costs and maximizing profits. High fructose corn syrup has emerged as the most preferred low-cost sugar substitute in the global food & beverages industry.

Moreover, corn syrup has higher solubility and unlike sugar, it does not crystallize in certain conditions. This factor is significantly boosting the demand for high fructose corn syrup. Further, the versatility of corn syrup allows food manufacturers to give texture to the food and beverages. The HFCS also Increases the shelf life of food & beverages as the higher level of fructose in the high fructose corn syrup (HFCS) acts as a natural preservative. The manufacturing of HFCS is much more cost-effective than the processing of sugar. Therefore, the rise in demand for low-cost sugar substitute in the food & beverages industry is expected to augment the growth of the global high fructose corn syrup during the forecast period. According to the European Starch Industry

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Association, Europe is one of the leading manufacturers of sweeteners using corn starch.

The demand for sweeteners made from corn starch is on a significant rise in Europe. The corn starch sweetener manufacturers are investing in business expansion and are positioning their businesses for long-term growth. The major global corn syrup manufacturers are adopting business expansion as a key strategy for long-term growth in the market. Key players like Cargill, Incorporated, Archer Daniels Midland Company, and Tate & Lyle Plc are investing in the establishment of new manufacturing facilities and emphasizing R&D activities to promote innovation. In October 2021, Tate & Lyle PLC opened a new state-of-the-art food & beverage Technical Application Centre in Dubai to promote R&D activities in the region and to help improve the quality of its products. In January 2021, Cargill, Inc. announced the opening of new nutrition ingredients and premix facility in Lewisburg, Ohio which spans a 220,000-square-foot area. In May 2022, Archer Daniels Midland Company announced the plans to expand the production of starch in its Marshall, Minnesota, facility, to keep up with the increase in demand for food & beverage additives and sweeteners. Therefore, rise in investments in business expansion by the leading market players is expected to offer lucrative growth opportunities to the market players in the foreseeable future.

The global consumption of sweeteners is largely dependent on the production of diet-carbonated soft drinks and low-calorie food. There is a significant shift in consumer behavior majorly in Europe and the U.S. over the consumption of soft drinks in these regions. Moreover, health-conscious consumers are neglecting the consumption of sweetened beverages. In addition, they are seeking out beverages and food made with natural ingredients, such as sweeteners called stevia extract. This has increasingly become a challenge for major food manufacturers to find sweeteners that meet consumer expectations but also taste good and meet cost and performance parameters. This in turn compels food producers to experiment with new sweetener combinations when they introduce new products.

Furthermore, rise in concerns over health problems such as obesity and diabetes among buyers is forcing them to reexamine their lifestyles with declining interest in combination sweetened beverages. Thus, the aforementioned factors are forcing the manufacturers to improve their R&D and introduce a new form of sweeteners that will satisfy the need of consumers.

The sweetener market is segmented into type, application, distribution channel, and region. Depending on type, the market is classified into sucrose, starch sweeteners & sugar alcohol, and high-intensity sweeteners. Depending on application, it is segregated into bakery & cereal, beverages, dairy, confectionery, table top sweeteners and others. By distribution channels, it is categorized into supermarkets & hypermarkets, departmental stores, convenience stores, online stores, and others. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, Malaysia, Thailand, Indonesia, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, South Africa, and rest of LAMEA).

Players operating in the global sweetener market have adopted various developmental strategies to expand their sweetener market share, increase profitability, and remain competitive in the market. The key players profiled in this report include Ajinomoto Co, Inc., Archer Daniels Midland Company, Associated British Foods Plc, Cargill, Incorporated, Celanese Corporation, DuPont de Nemours, Inc., Ingredion Incorporated, Kerry Group, Roquette Freres, Sudzucker Group, and Tate & Lyle Plc. The other market players are Carl Kuhne KG (GmbH & Co.), Castelo Alimentos S/A, Aspoll Cyder Ltd., White house food, Spectrum Organic Products, LLC, Higher Nature Limited., Vitane Pharmaceuticals, Inc., The Kraft Heinz Company, Bragg Live Food Products, Inc., Swanson Health Products, Inc.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the sweetener market analysis from 2021 to 2031 to identify the prevailing sweetener market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the sweetener market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

-The report includes the analysis of the regional as well as global sweetener market trends, key players, market segments,

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application areas, and market growth strategies.

Key Market Segments

By Type

- Sucrose
- Starch Sweeteners and Sugar Alcohol
- High Intensity Sweeteners

By Application

- Bakery and Cereal
- Beverages
- Dairy
- Confectionery
- Table Top Sweetener
- Others

By Distribution Channel

- Supermarket and Hypermarkets
- Departmental Stores
- Convenience Stores
- Online Store
- Others

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- U.K.
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- Malaysia
- Thailand
- Indonesia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- Argentina
- UAE
- South Africa
- Rest of LAMEA
- Key Market Players

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- Ajinomoto Co, Inc.
- Archer Daniels Midland Company
- Associated British Foods Plc
- Cargill, Incorporated
- Celanese Corporation
- DuPont de Nemours, Inc.
- Ingredion Incorporated
- Kerry Group
- Roquette Freres
- Sudzucker Group
- Tate and Lyle Plc

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