SCOTTS INTERNATIONAL

Canada Food Sweetener - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 90 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License $4750.00
- Team License (1-7 Users) $5250.00
- Site License $6500.00
- Corporate License $8750.00

Report description:

Canada Food Sweetener Market Analysis

The Canada food sweeteners market value is estimated at USD 2.63 billion in 2025, and is projected to reach USD 3.10 billion by 2030, growing at a CAGR of 3.34%. The market demonstrates maturity while experiencing a fundamental shift toward healthier sweetening alternatives, influenced by increasingly strict regulatory requirements and evolving consumer preferences for natural and low-calorie options. Canada's robust food processing sector, which maintains its position as the country's second-largest manufacturing industry, provides essential market stability through established distribution networks and production capabilities. Additionally, government initiatives support this sector. Under the Sustainable Canadian Agriculture Partnership (Sustainable CAP), the Canadian and Manitoba governments are investing in major capital infrastructure projects to expand food processing capacity in Manitoba. These investments aim to enhance the competitiveness of the food processing industry, create job opportunities, and support sustainable agricultural practices, ensuring long-term growth and resilience in the sector.

Canada Food Sweetener Market Trends and Insights

Rising Prevalence of Obesity and Diabetes

In 2024, approximately 3.8 million Canadians had diabetes, while obesity rates increased across all age groups. . The focus on preventive nutrition by employers and provincial health systems has led food brands to reduce sugar content substantially while maintaining familiar tastes. The introduction of GLP-1 weight-loss medications has increased consumer awareness of added sugars, leading to greater use of high-intensity sweeteners in snacks and beverages. Food manufacturers are using advanced blending techniques and flavor-masking technologies to achieve considerable calorie reductions while preserving product texture. Food processors are implementing early reformulation strategies to gain competitive advantages in domestic and export markets, preparing for anticipated regulations on school meals and front-of-pack labeling regarding added sugar content. The industry's commitment to sugar reduction reflects broader health initiatives, with companies investing in innovative solutions to meet evolving consumer preferences and regulatory requirements while ensuring product quality and taste satisfaction.

Consumer Preference for Natural and Plant-based Sweeteners

Consumer preferences are shifting toward natural sweetening solutions, driven by concerns about food processing and ingredient transparency. A significant portion of consumers now prioritize sweetener types in their food and beverage purchases. The shift toward alternative sweeteners has driven innovation in plant-based solutions. In June 2025, Elo Life Sciences developed watermelons that produce mogrosides, delivering monk fruit sweetness at higher potency levels through agricultural techniques. The sweetener industry has expanded to include functional properties, as demonstrated by tagatose becoming the first sweetener to receive NutraStrong Prebiotic Verified certification, which combines sugar reduction with gut health advantages.

Consumer Skepticism Toward Artificial Sweeteners

Traditional food preferences and concerns about processed ingredients limit the adoption of synthetic alternatives, particularly among older demographics and rural populations. Food service operators and retailers have adjusted their purchasing decisions in response to demands for products with transparent ingredient lists. Health Canada's proposal in May 2024 to remove brominated vegetable oil from permitted food additives due to safety concerns has intensified consumer skepticism about the long-term safety of regulatory-approved ingredients. This market environment creates opportunities for natural sweetener alternatives while constraining overall market growth as manufacturers adapt their formulations to meet consumer preferences within regulatory requirements.

Other drivers and restraints analyzed in the detailed report include:

Regulatory Expansion of Permitted Natural Sweeteners / Strong Presence of Domestic Maple Syrup and Honey Producers / Higher Costs and Price Sensitivity for Natural Sweeteners /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

High-intensity sweeteners are projected to grow at a CAGR of 5.13%, while sucrose holds a 45.22% market share in 2024. The Canadian sweeteners market is experiencing increased adoption of high-intensity formats as beverage and functional food manufacturers reduce bulk sugar content to lower calorie counts. Starch-based syrups and polyols fulfill intermediate functionality requirements by providing bulk and moisture retention in bakery products. The emerging innovation segment includes rare sugars and sweet proteins such as tagatose, allulose, and brazzein, which offer metabolic health benefits alongside favorable taste profiles.

Sucrose maintains its market leadership due to established infrastructure and cost advantages, particularly in export-oriented bakery production. The category continues to evolve through co-crystallization with stevia and the incorporation of flavor modulators, enabling 20-30% usage reduction without processing modifications. In confectionery applications, sugar alcohol combinations of erythritol, soluble fiber, and monk fruit enhance digestive tolerance. Ingredient manufacturers now offer complete blend solutions that replicate sucrose's sweetness profile, increasing consumer acceptance and enabling faster reformulation for mid-tier brands.

The powder segment maintains its market dominance with a 56.73% share, benefiting from stability at room temperature and reduced transportation costs. In the Canada sweeteners market, the crystalline nature of powder sweeteners enables their integration into premix applications across bakery, confectionery, and seasoning segments. Liquid sweeteners are projected to grow at a CAGR of 4.81% through 2030, driven by beverage manufacturers' requirements for quick dissolution and inline dosing capabilities. Manufacturers increasingly adopt high-solids syrups and concentrated stevia solutions to enhance batching efficiency.

Crystal-form sweeteners remain essential in retail sachets and food-service tabletop segments where consumers prefer familiar formats. The market sees growth in hybrid encapsulation technology, which combines powder stability with liquid-like dissolution properties, enabling controlled flavor release and moisture resistance in snack applications. Beverage manufacturing facilities now incorporate flow meters designed for high-viscosity syrups, optimizing dosage control and managing sugar tax compliance. Manufacturers improve operational efficiency by creating pre-blended combinations of sweeteners with acidulants and flavoring components, reducing production changeover time.

The Canada Food Sweeteners Market Report is Segmented by Product Type (Sucrose, Starch Sweeteners and Sugar Alcohols, and More), Application (Bakery and Confectionery, Dairy and Desserts, and More), Form (Powder, Liquid, and Crystal), Category (Conventional and Organic), and by Geography (Western Canada, Central Canada, and Others). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Tate & Lyle / Cargill Inc. / Lantic Inc. / ADM / International Flavors and Fragrances / Ajinomoto Co., Inc. / GLG Life Tech Corp. / NutraSweet Natural. / Whole Earth Brands / SweeGen Inc. / Edlong Corp. / Batory Foods / Cumberland Packing / DuPont / Bonumose Inc. / S&W Seed Co. / Tereos SA / The Scoular Company / Amyris / Crave Stevia /

Additional Benefits:

The market estimate (ME) sheet in Excel format /
3 months of analyst support /

Table of Contents:

SCOTTS INTERNATIONAL

Canada Food Sweetener - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-06-01 | 90 pages | Mordor Intelligence

To place an Order with Scotts International:
- - Print this form
- - Complete the relevant blank fields and sign
- - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	$4750.00
	Team License (1-7 Users)	$5250.00
	Site License	$6500.00
	Corporate License	$8750.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-28
		Signature	

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Scotts International. EU Vat number: PL 6772247784
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com