

## Alternative Sweeteners – A Global Market Overview

*“The report reviews, analyzes and projects the global market for Alternative Sweeteners (High intensity sweeteners and Polyols/Sugar Alcohols) for the period 2014-2022.”*

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### SUMMARY

Increased consumer awareness about obesity, diabetes and other health concerns have paved the way for the consumption and usage of alternative sweeteners worldwide. Alternative sweeteners are used as substitute to sugar in foods and beverages to personal care to pharmaceuticals as they contain low to zero calories thus reducing the risk of obesity and diabetes. Alternative sweeteners analyzed in this report include high intensity sweeteners and polyols (also called as sugar alcohols).

Alternative sweeteners' demand is anticipated to increase in the coming years is also buoyed by approvals of high intensity sweeteners and polyols in food and beverage applications by majority of the countries across the globe. Most of the alternative sweeteners are approved in North America, Europe and Asia-Pacific while very few of them are either banned or approved for restricted usage.

This report analyzes the alternative sweeteners global markets including North America, Europe, Asia-Pacific and Rest of World in terms of both volume in metric tons and value in USD for the 2014-2022 analysis period. The regional markets further analyzed for 13 independent countries across North America – the United States, Canada and Mexico; Europe – France, Germany, Italy, Spain, the United Kingdom and Russia; Asia-Pacific – China, India, Japan and South Korea; and Rest of World – South America, Middle East & Africa and CIS Countries (Excl. Russia). The market is analyzed in all of these major regions by alternative sweeteners product category (HIS and Polyols), key countries and by major end-use applications in terms of both volume and value. This report also explores the market by product category and major application sector for each major country. The global key market trends are illustrated along with the recent major business trends such as product innovations/launches, mergers and acquisitions etc.

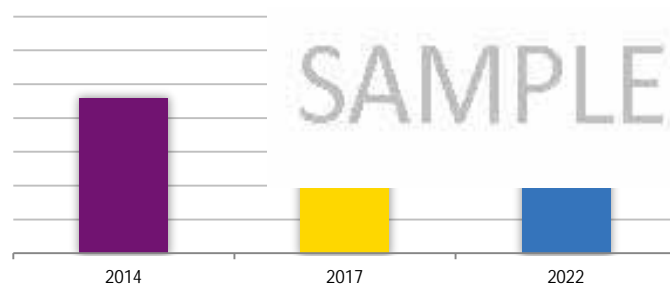
Polyols dominate the global market for Alternative Sweeteners by product category, forecast to be 1.6 million metric tons in 2017 accounting for over 90%, which is projected to reach 1.9 million metric tons by 2022 growing at a CAGR of 3.4% between the two years. High Intensity Sweeteners accounts for the remaining market share of Alternative Sweeteners and expected to witness the growth rate of 3% during the same period.

High intensity sweeteners (HIS) analyzed in this global market report is segmented by HIS category – Artificial HIS and Natural HIS. These HIS categories further segmented in to Artificial HIS – Acesulfame-K, Aspartame, Cyclamate, Neotame, Saccharin and Sucralose; and Natural HIS – Steviol Glycosides (stevia extracts), Glycyrrhizin (licorice root extracts) and Mogroside V (monk fruit extracts). The study also explores the key end-use applications of high intensity sweeteners including Beverages, Confectionary, Foods, Tabletop and Others (personal care, pharmaceuticals and nutraceuticals etc.).

Polyols analyzed in this report comprise sorbitol, xylitol, mannitol, maltitol, erythritol, isomalt and lactitol. The polyols' end-use application markets analyzed include Confectionary, Food & Beverages, Personal Care and Others (Pharmaceuticals and nutraceuticals). Sorbitol market estimated in this report does not include sorbitol used as an intermediate in manufacturing Vitamin C.

This 452 page global alternative sweeteners market report comprises 417 charts (includes a data table and graphical representation for each chart), supported with meaningful and easy to understand graphical presentation, of market numbers. The study discusses the regulatory framework of polyols and high intense sweeteners market in all major regions of the world. This report profiles 39 global players and 135 overall major players across North America – 25; Europe – 13; Asia-Pacific – 95; and Rest of World – 2. The research also provides the listing of the companies engaged in manufacturing and supply of alternative sweeteners. The global list of companies covers the address, contact numbers and the website addresses of 260 companies.

[Global Alternative Sweeteners Market Analysis \(2014-2022\) by Value \(USD Million\)](#)



## SAMPLE COMPANY PROFILE

### CARGILL, INC (UNITED STATES)

PO Box 9300, Minneapolis, MN 55440-9300  
United States  
Phone: 1-800-227-4455  
Website: www.cargill.com

#### Foods & Beverages

15407 McGinty Road W, Wayzata, MN 55391, United States  
Phone: +1 800 344 1633  
Website: www.cargillfoods.com

#### Business Overview

Cargill, Inc was established in 1865 with its headquarters in Minneapolis, Minnesota. Cargill is a leading global developer, processor, manufacturer and marketer of food, agricultural and industrial products and offers services to food and beverage makers and consumers. Cargill Sweeteners performs its operations through its businesses: Cargill Starches & Sweeteners China, Cargill Starches & Sweeteners Europe, Cargill Starches & Sweeteners South America, and Cargill Starches & Sweeteners Southeast Asia. The product line of the company includes a comprehensive range of sweeteners, including granulated sugar, corn syrup, refined sugar, Mexican Estandar sugar, liquid sucrose, stevia based sweeteners, high fructose corn syrup, sucromalt, trehalose, dextrose, liquid adjuncts, fruit sugar and polyols such as erythritol, isomalt, maltitol, xylitol and sorbitol.

#### Product Portfolio

##### Polyols for Food & Beverage Applications

- Maltidex® maltitol – maltitol syrups for bakery, confectionery, convenience foods and dairy
- Zerose® erythritol – for food, beverage, pharmaceutical, dental and personal care industries

##### Polyols for Pharmaceutical Applications

- C\*Pharm™ IsoMaltidex isomalt
- C\*Pharm™ Maltidex maltitol - C\*Pharm™ Maltidex L and C\*Pharm™ Maltidex M (higher maltitol content)
- C\*Pharm™ Mannidex mannitol
- C\*Pharm™ Sorbidex sorbitol - C\*Pharm™ Sorbidex NC (non-crystallizing) and C\*Pharm™ Sorbidex C (crystallizing)

##### Specialty Sweeteners

- EverSweet™ zero-calorie sweetener - Steviol glycosides from fermentation.
- ViaTech® stevia sweeteners - ViaTech® portfolio consists of individual or mixed steviol glycosides having a high performance sweet taste, reduced off-notes, and deliver a commercially viable cost-in-use.
- Truvia® Stevia Leaf Extract - stevia leaf extract.
- TREHA® trehalose - TREHA® trehalose is produced from starch by a proprietary enzymatic process.

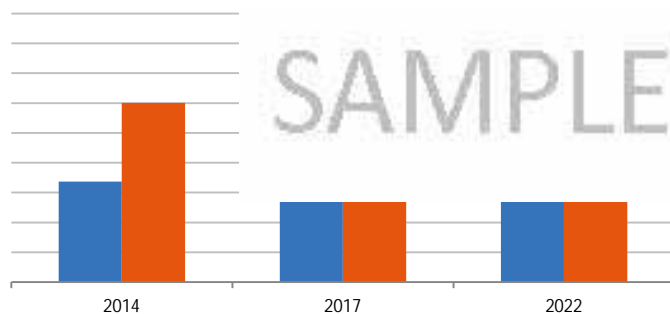
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## SAMPLE TABLE/CHART

Glance at 2017 Global Alternative Sweeteners Volume Market Share (%) by Geographic Region - North America, Europe, Asia-Pacific and Rest of World



Asia-Pacific Alternative Sweeteners Market Analysis (2014-2022) by Product Category - High Intensity Sweeteners (HIS) and Polyols in USD Million



## KEY PLAYERS PROFILED

- Ajinomoto Co., Inc.
- Anhui Jinhe Industrial Co., Ltd.
- Archer Daniels Midland Company
- B Food Science Co., Ltd.
- BENE0 GmbH
- Cargill, Inc
- Celanese Corporation
- Dupont Nutrition & Health
- Gansu Fanzhi Biotech Co., Ltd.
- GLG Life Tech Corporation
- Golden Time Chemical (Jiangsu) Co., Ltd
- Guilin GFS Monk Fruit Corp.
- Merisant Company
- Mitsubishi Shoji Foodtech Co., Ltd
- Mitsubishi-Kagaku Foods Corporation
- PMC Specialties Group, Inc
- PureCircle Limited
- Roquette Frères S.A
- Shandong Futaste Co., Ltd.
- Shandong Longlive Bio-Technology Co., Ltd.
- Shandong Tianli Pharmaceutical Co., Ltd.
- Suzhou Hope Technology Co., Ltd.
- Tate & Lyle PLC
- Tereos Starch & Sweeteners s.a.s. (Tereos Syral)
- Tianjin North Food Co., Ltd.
- Wuhan Huasweet Co., Ltd.
- Zhejiang Sanhe Food Science & Technology Co., Ltd.
- Zhong Hua Fang Da (H.K.) Limited

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