Sugar Substitutes Market by Type (HIS, LIS, HFS), Composition, Application (Beverages, Food, Health & Personal Care), & by Region - Forecast to 2020

Description: This report analyzes the sugar substitutes market, in terms of region, type, application, and composition, in terms of value (USD million) and volume (KT).

The sugar substitutes market has been growing over the last few years and this trend is projected to continue until 2020. The primary factor driving the global success of sugar substitutes is the increased adoption of sugar substitutes in the food, beverages, and health & personal care industries. There is an increase in the use of sugar substitutes, globally, especially in the Asia-Pacific and European regions. This increasing trend reflects the economic development, increase in the purchasing power of consumers, and increase in the marketing and branding of different varieties of sugar substitute products.

On the basis of type, the market is segmented into high-intensity sweeteners, low-intensity sweeteners, high-fructose syrups. The sugar substitutes market is also segmented by composition into HIS - Stevia, Aspertame, Cyclamate, Sucralose, Saccharin, Ace-K; LIS - D-Tagatose, Sorbitol, Maltitol, Xylitol, Mannitol, Erythritol. By application into beverages, food (confectionery, bakery, dairy & frozen foods), and heath & personal care. The market is also segmented on the basis of region, into North America, Europe, Asia-Pacific, and the Rest of the World (RoW); this has been further segmented on the basis of their key countries.

The high-intensity sweeteners segment led the sugar substitutes market in terms of value, whereas high-fructose syrup was the most used sugar substitute type, by volume. The demand for sugar substitutes incorporated in beverages was 8,486.9 KT in 2014. Low-intensity sweeteners segment is expected to be the fastest-growing, in terms of both, value as well as volume.

The market for sugar substitutes is projected to reach USD 16.53 billion by 2020, at a CAGR of 4.5%. Increasing incorporation of innovative sugar substitute products and key companies focusing on expanding their global presence through new product developments and launches are the two main factors that are driving the sugar substitutes market. The North American region dominated the sugar substitutes market in 2014.

This report provides qualitative and quantitative analyses of the market for sugar substitutes. It includes market dynamics, trends, competitive strategies preferred by key market players, the driving factors that boost the growth of the sugar substitutes market, and its restraints. The report also studies the opportunities in the market for new entrants.

Leading players such as Tate & Lyle PLC (U.K.), Cargill, Incorporated (U.S.), Purecircle Ltd.(Malaysia), and E. I. du Pont de Nemours and Company (U.S.) have been profiled in the report.

Reasons to buy this report:
- To get a comprehensive overview of the global sugar substitutes market
- To gain information about the top players in this industry, their product portfolios, and key strategies adopted by them
- To gain insights of the major countries/regions in which the sugar substitutes industry is growing

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