Sugar, Honey, and Syrups: Caloric Sweetener Trends in the U.S.

Description: Sugar, Honey, and Syrups: Caloric Sweetener Trends in the U.S.

Drawing on the analysis and data compiled for a study on the overall sweetener market, Packaged Facts presents an in-depth examination of Sugar, Honey, and Syrups: Caloric Sweetener Trends in the U.S.

Scope of Report

This report estimates and analyzes the size, growth rates and composition of the sugar, honey, and caloric sweeteners market in the United States, focusing specifically on the retail market for kitchen and tabletop use while also discussing major trends that are currently affecting or are expected to affect how processors select and use sweeteners for foodservice and industrial use. The retail products and markets covered in this report include sugars, honey, pancake and maple syrup, corn and cane sweeteners, molasses, and other caloric sweeteners that may be considered niche sweeteners such as agave nectar and coconut sugar.

Report Methodology

The information in this report was obtained from both primary and secondary research. Consumer data were derived from a national online consumer survey conducted in April 2014 with a panel of 2,000 U.S. adults (age 18+) balanced to the national population on the primary demographic measures of gender, age range, ethnicity, geographic region, marital status, presence or absence of children in the household and household income.

Additional consumer data were obtained from the Simmons National Consumer Survey through Fall 2013 from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

Retail sales figures credited to IRI (Chicago, IL) are based on IRI aggregated multi-outlet (MULO) sales tracking, which represents sales through U.S. supermarkets, drugstores including Walgreens, CVS and Rite Aid, mass merchandisers (Wal-Mart, Target, Kmart and Shopko), warehouse clubs (Sam's Club and BJ's, but not Costco), dollar stores (excluding Dollar Tree) and military commissaries.

Nine retailers in three geographic locations (Houston, TX, Minneapolis, MN, and New York and New Jersey) were visited and sugar and sweetener offerings studied in conjunction with this report. A wide range of industry sources were also leveraged including interviews and discussions with industry participants and subject matter experts, sugar and sweetener company websites, videos embedded in these websites, trade publications, business newspapers and magazines, consumer blogs, financial blogs, social media, annual reports, 10Ks and press releases.

Who Will Benefit From This Report - Food Retailers
- Sugar Producers
- Manufacturers and Marketers of Zero Calorie Sweeteners
- Honey and Maple Syrup Producers, Processors and Marketers
- Ingredient and Agricultural Commodity Producers
- Food and Beverage Manufacturers
- Foodservice Operators
- Private Label (Retail) Branding Firms
- Advertising Agencies
- Investment Banks

The analysis in this report includes:
- U.S. retail market size and projections through 2018
- Market share of leading brands and private label for each sweetener type
- Analysis of new product introductions
- Packaged Facts predictions for sugars and sweeteners

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