Business Review

Global Sweeteners Towards a Sugarless World

SUPPLY/DEMAND/FORECASTS/TRENDS

2018 - 2030

INTRODUCTION

The demand for sweeteners is growing rapidly as the expanding middle class in the emerging economies brings a shift in consumption patterns towards more indulgence and luxury goods. At the same time, the West is facing an obesity epidemic prompting shifts in sweetener consumption patterns and sweetener choices, a phenomenon that is instantaneously transposed to the emerging economies as well. In addition to these dynamics comes the growing concern about food safety, food security and sustainability, triggering the search for more natural products and more locally sourced products. The strong negative vibes to sugar are being felt across the developed economies. Sugar tax is now an accepted principle and early studies indicate it helps to decrease the consumption of sugary drinks thus forcing manufacturers to change or to reformulate the products. Sugar producers are changing the strategies and examining other business options. This has led to a flurry of new developments for alternative non-caloric bulk sweeteners, high-intensity sweeteners and bulk sweetener supply in order to meet demand, consumer preferences and policy requirements. While all this points to tremendous business opportunities, other driving forces present serious barriers. Thus, regulatory pressures impact new ingredient approvals, agricultural policies and trade globalization change the competitive environment for suppliers, and sustainability issues force users and producers to think more locally. Sweetener markets are therefore increasingly in flux. Major users such as Coca-Cola and PepsiCo are in search of ‘healthy’ and ‘natural’ solutions which fully satisfy both technical and cost criteria. The EU CAP policy has changed, and sugar quotas have been removed. However, HFS is yet to find its feet in Europe. Chinese HFS production is continuing to boom, whereas the USA has witnessed a strong decline in HFS consumption.

This report focuses on the supply and market demand dynamics for low-calorie bulk sweeteners in comparison to high intensity and caloric bulk sweeteners.

Giract, based in Geneva, is the transnational ingredient consulting firm with a rich history of tracking global markets for food ingredients over the past 50 years. It has published multiclient studies and many confidential projects covering the sweeteners markets. Combined with its 360° approach to research, and presentation at the end of the study, the current report is a valuable resource for participants to decide their next move in the market.

OBJECTIVES

The main objective is to evaluate the market potential for selected sweeteners across the world, with a focus on the major demand sectors. The sub-objectives include:

- Establish production by product and producer and estimate the current supply situation for the different sweeteners and blends
- Identify end-user company perceptions of sweeteners and ingredient choice as well as development needs and barriers (technical, legal, label, commercial, blends, etc.)
- Estimate current demand by product and sector in each key market across the world
- Forecast demand by end-use sector to 2030

PRODUCTS

Calorie bulk (sucrose, glucose syrups, fructose syrups, crystalline fructose, dextrose, agave syrup); **Low-calorie (hypoglycaemic) bulk** (sorbitol liquid, crystalline sorbitol, isomalt, maltitol liquid, crystalline maltitol, xylitol, erythritol, allulose, tagatose); **High intensity sweeteners** (HIS) (sucralose, aspartame, acesulfame K, cyclamate, saccharin, stevia (stevioside, rebaudioside), alitame, neotame, thaumatin, neohesperidine DC and **Sweetener blends**

MARKETS

USA, Brazil, EU28, Turkey, China, India, ASEAN, Saudi Arabia, UAE and ROW

SECTORS

Beverages (powder and liquid), Confectionery (including chewing gum), Bakery, Dairy, Ice cream, Desserts, Dry foods, Table-top, Other foods, Non-food, Industrial sweetener blends (mostly limited to Europe)

TIMESCALE

Current 2018, forecasts to 2030

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