

Sugar Substitutes Market – Start-up companies can invest in R&D activities to innovate vegan and calorie free products.

The report "**Global [Sugar Substitutes Market](#), By Product (High Intensity Sweeteners, Low Intensity Sweeteners, and High Fructose Syrup), By Application (Food, and Beverages), and By Region (North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa) - Trends, Analysis and Forecast till 2030".**

Key Highlights:

- In July 2020, Tate & Lyle launched the VANTAGE sweetener solution design tools. It is a set of new and innovative sweetener solution design tools along with an education program, which is designed for creating sugar-reduced food and drinks using low-calorie sweeteners.
- In November 2016, PepsiCo started the addition of aspartame in its new zero calorie Pepsi or Diet Pepsi
- In October 2017, GLG Life Tech Corp collaborated with Archer Daniels Midland Co. and launched a new product named Reb M sweetener, made using stevia

Analyst View:

The increasing demand for zero-calorie or low-calorie products, coupled with the rising consumer awareness regarding sugar substitutes, is the prime factor contributing to the growth of the sugar substitutes market. Sugar substitutes are mainly used in processed foods such as beverages, ice creams, powdered drink mixes, puddings, jams, jellies, candies, dairy products, and others.

Food manufacturers choose the suitable sugar substitute on the basis various criteria such as availability, cost, stability and other considerations. Sometimes, sugar substitute blends are used. Regulations in the U.S. and Europe have approved the usage of stevia as a sweetener, which has led to an upsurge in the demand for the stevia leaf. The import rate of sugar substitutes in countries such as Indonesia and India is low when compared with other countries, due to the lack of consumer awareness regarding sugar substitutes. The increasing prevalence of diabetes and rising weight-related issues are among the key factors driving the adoption of sugar substitutes.

Key Market Insights from the report:

The global sugar substitutes market accounted for US\$ 15.2 billion in 2019 and is anticipated to register a CAGR of 8.5%. The market report has been segmented on the basis of product, application, and region.

- Depending upon product, the high intensity sweeteners segment is projected to grow at highest CAGR over the forecast period. High intensity sweeteners dominated the market in 2018. Changing health and wellness trends across the globe is anticipated to boost the application of high intensity sweeteners over the forecast period.
- Depending upon application, the target market is segmented into food, and beverages. Beverage application dominated the global sugar substitute market in the coming years. The segment is projected to dominate the market over the forecast period due to spiraling demand for natural health drinks and sports drinks with enhanced nutritional value.

- By region, Asia Pacific is estimated to be a highly promising destination for sugar substitute manufacturers due to improving living standards of middle-class population coupled with rising spending power of consumers. Besides this, growing concerns among health conscious population are projected to be one of the key factors stimulating market growth.

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Competitive Landscape:

The prominent player operating in the global pharmaceutical membrane filtration technologies market includes Tate & Lyle., Cargill Incorporated, Archer Daniels Midland Company, Ingredion Incorporated, Roquette, Ajinomoto Co. Inc., JK Sucralose Inc., PureCircle, The NutraSweet Company, and E. I. DuPont De Nemours.

The market provides detailed information regarding the industrial base, productivity, strengths, manufacturers, and recent trends which will help companies enlarge the businesses and promote financial growth. Furthermore, the report exhibits dynamic factors including segments, sub-segments, regional marketplaces, competition, dominant key players, and market forecasts. In addition, the market includes recent collaborations, mergers, acquisitions, and partnerships along with regulatory frameworks across different regions impacting the market trajectory. Recent technological advances and innovations influencing the global market are included in the report.

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