

# Sugar Free Chocolate Market Volume Forecast and Value Chain Analysis 2023

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## Summary

The legal definition is that there has to be less than 0.5 g of sugars per reference serving size. For 100% sugar-free the reference serving size is 40 g, so the 0.5 g/40 g equates to less than

1.25 % sugars allowed. Sugars are considered to be mono and disaccharides and this will include glucose, sucrose, fructose and lactose. No-sugar added chocolate generally have no added sucrose, but may contain another sugar such as lactose, which is found in milk powder.



Sugar Free Chocolate

The trend towards healthier food continues to gain ground and is significantly changing consumer lifestyles and purchasing habits. In response to a multitude of nutritional recommendations and consumers want products that allow them to indulge themselves without the need for sugar. The indispensable key to the success of a sugar-free product is that it is healthy version of unhealthy calories. Today's consumer is eager to try low-sugar or sugar-free products, but not at the expense of enjoyment, not least when it comes to chocolate. Maltitol probably the best substitute for sugar, not only provides sweetening power, but also the calories are cut down to half. This will delight confectionery gourmets with waistline worries and chocolate addicts trying to reduce their sugar intake.

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## Key Players

The leading market players in the global Sugar free chocolate market primarily are Hershey (U.S.), Godiva Chocolatier, Inc. (U.S.), Lindt & Sprungli SAS (France), Russell stover (U.S.), Ghirardelli Chocolate Company (U.S.), Think Thin LLC (U.S.), Guilin chocolates (Belgium)

## Key Findings

Health cognizant consumers understand that sweeteners are by no means simply replicas of sugar. They fail to reproduce the wide range of the functional properties of sugar which are used by food manufacturers to manipulate colour, aroma, texture and shelf-life of their products; this restricts their use in many products. Some sweeteners affect taste adversely, while others are unstable when stored or cooked; some have failed clearance for human consumption. However, sweeteners can have some cost and functional advantages over sugar. Competition among the various sugar and non-sugar sweeteners is fiercest in soft drinks manufacture, in countries where its use and production is permitted and in countries with artificially high sugar prices.

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