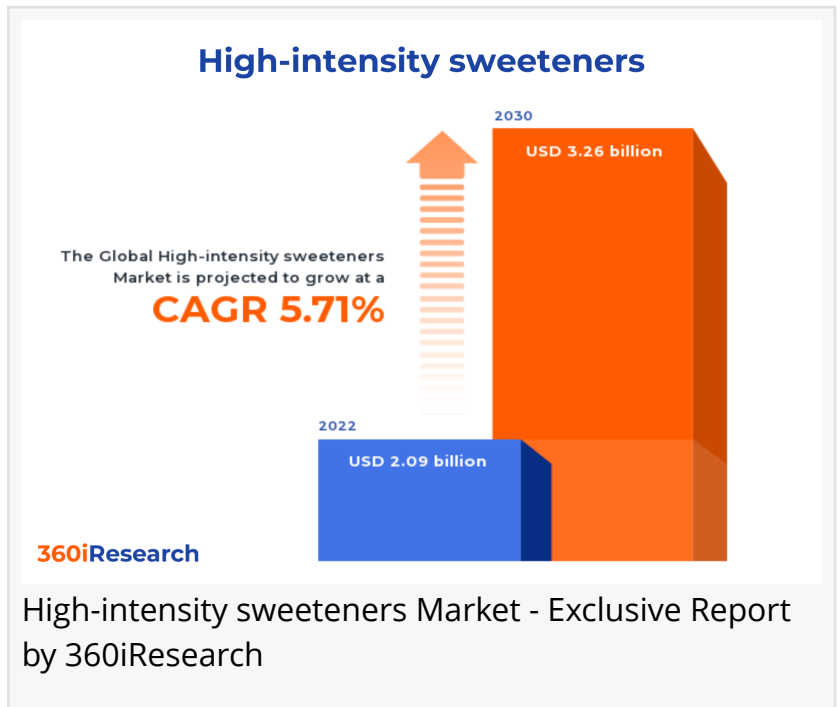


High-intensity sweeteners Market worth \$3.26 billion by 2030 - Exclusive Report by 360iResearch

The Global High-intensity sweeteners Market to grow from USD 2.09 billion in 2022 to USD 3.26 billion by 2030, at a CAGR of 5.71%.

PUNE, MAHARASHTRA, INDIA,
November 16, 2023 /
EINPresswire.com/ -- The "[High-intensity sweeteners Market](#) by Product (Acesulfame Potassium, Advantame, Aspartame), Applications (Bakery & Confectionery, Beverages, Dairy Products) - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.



The Global High-intensity sweeteners Market to grow from USD 2.09 billion in 2022 to USD 3.26 billion by 2030, at a CAGR of 5.71%.

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High-intensity sweeteners are synthetic or naturally derived compounds that impart a significantly elevated level of sweetness compared to conventional table sugar while offering minimal to no caloric content. These sweeteners can be up to several thousand times sweeter than sugar, depending on their chemical structures and molecular configurations. The fundamental property that differentiates high-intensity sweeteners from traditional nutritive sweeteners is their higher potency. Since only minute quantities are required to achieve the desired sweetness level in food products and beverages, these substances enable manufacturers to reduce overall caloric intake without sacrificing palatability and taste satisfaction. The increase in health awareness has led consumers toward low-calorie diets, resulting in higher adoption of sugar substitutes such as high-intensity sweeteners. However,

regulatory barriers in specific markets due to stringent safety-testing requirements for food additives and health concerns associated with artificial substitutes may hinder the adoption of high-intensity sweeteners. Nevertheless, developing natural alternatives such as stevia or monk fruit is expected to cater to consumer demand for healthier options, creating potential opportunities for the expansion of the high-intensity sweeteners market.

Product: Significant utilization of aspartame owing to their high sweetness potency

Acesulfame Potassium, commonly known as Ace-K, is a calorie-free, high-intensity sweetener approximately 200 times sweeter than sugar and is stable under heat, making it suitable for cooking and baking. Advantame is a high-intensity sweetener that is about 20,000 times sweeter than sugar, which possesses a clean taste profile and can be used in food products without imparting any off-flavors or bitter aftertaste. Aspartame tastes similar to sugar, however, with fewer calories. Its sweetness intensity ranges from 180 to 200 times more potent than sugar. Neotame is a derivative of Aspartame, boasting a high sweetness potency 7,000 to 13,000 times that of sugar, making it one of the most potent high-intensity sweeteners. It is used in combination with other sweeteners to create a balanced taste profile. Saccharin is approximately 300 times sweeter than sugar, and as a non-nutritive sweetener, it adds sweetness without calories or carbohydrates, making it suitable for weight management and diabetic diets. Steviol Glycosides are natural high-intensity sweeteners derived from the leaves of the Stevia rebaudiana plant. These compounds have attained popularity due to their natural origin and zero-calorie content. They are about 200-350 times sweeter than sugar and can be used in various applications such as beverages and baked goods. Sucralose remains stable at high temperatures, making it ideal for cooking and baking applications.

Application: Wide adoption of high-intensity sweeteners in beverages

High-intensity sweeteners are increasingly used in bakery and confectionery products such as cakes, pastries, candies, and chocolates due to their ability to provide the desired sweetness with fewer calories. The beverage industry is one of the largest consumers of high-intensity sweeteners as they enable manufacturers to develop low-calorie or sugar-free beverages without compromising on taste or mouthfeel. High-intensity sweeteners find applications in dairy products such as yogurt, ice cream, and flavored milk to cater to health-conscious consumers seeking reduced sugar alternatives without sacrificing taste. High-intensity sweeteners find applications in dairy products such as yogurt, ice cream, and flavored milk to cater to health-conscious consumers seeking reduced sugar alternatives without sacrificing taste. The pharmaceutical industry utilizes high-intensity sweeteners to mask the bitter taste of active ingredients present in medications such as cough syrups, antacids, chewable tablets, and lozenges.

Regional Insights:

In Americas, particularly in the United States and Canada, growing health consciousness has led to a surge in demand for natural sweeteners such as stevia. Regulatory bodies such as the FDA and EFSA have approved several high-intensity sweeteners. Europe sees a growing inclination towards plant-based sweeteners such as stevia due to stringent EU regulations on food

additives. The Middle East is witnessing an increased demand for high-intensity sweeteners following a rise in lifestyle diseases associated with sugar consumption. Africa presents ample opportunities for new product development catering to local taste preferences. In Asia-Pacific countries such as China, Japan, and India, urbanization has led to changes in food consumption patterns and increased awareness about the impact of high sugar intake. Consumer preferences are shifting towards low-calorie sweeteners through government initiatives promoting their use in China.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the High-intensity sweeteners Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the High-intensity sweeteners Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the High-intensity sweeteners Market, highlighting leading vendors and their innovative profiles. These include Ajinomoto Co. Inc., Archer Daniels Midland Company, Associated British Foods PLC, Cargill, Incorporated, Celanese Corporation, Cumberland Packing Corp., DuPont de Nemours, Inc., Foodchem International Corporation, Global Calcium PVT LTD, Herboveda India Pvt. Ltd., Instantina Ges.m.b.H., Mitsui & Co., Ltd., Morita Kagaku Kogyo Co., Ltd, Nestlé S.A., Purecircle Ltd., Pyure Brands LLC, Symrise AG, Südzucker AG, Tate & Lyle PLC, Wilmar International Ltd., and Zydus Wellness Ltd..

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Market Segmentation & Coverage:

This research report categorizes the High-intensity sweeteners Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Product, market is studied across Acesulfame Potassium, Advantame, Aspartame, Neotame, Saccharin, Steviol Glycosides, and Sucralose. The Aspartame is projected to witness significant market share during forecast period.

Based on Applications, market is studied across Bakery & Confectionery, Beverages, Dairy Products, Dietary Products, and Pharmaceuticals. The Dietary Products is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Europe, Middle East & Africa commanded largest market share of 37.78% in 2022, followed by Asia-Pacific.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview
5. Market Insights
6. High-intensity sweeteners Market, by Product
7. High-intensity sweeteners Market, by Applications
8. Americas High-intensity sweeteners Market
9. Asia-Pacific High-intensity sweeteners Market
10. Europe, Middle East & Africa High-intensity sweeteners Market
11. Competitive Landscape
12. Competitive Portfolio
13. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments

4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players

5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the High-intensity sweeteners Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the High-intensity sweeteners Market?
3. What is the competitive strategic window for opportunities in the High-intensity sweeteners Market?
4. What are the technology trends and regulatory frameworks in the High-intensity sweeteners Market?
5. What is the market share of the leading vendors in the High-intensity sweeteners Market?
6. What modes and strategic moves are considered suitable for entering the High-intensity sweeteners Market?

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Mr. Ketan Rohom
360iResearch
+1 530-264-8485
ketan@360iresearch.com

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