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HIGH-INTENSITY SWEETENERS MARKET WORLDWIDE

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a science-based nutrition and bioscience company engaged CPL Business Consultants to provide a briefing document on the worldwide markets for high-intensity sweeteners (HIS). CPL was able to provide insights and fact-based analysis within a short time period to inform the client's board-level strategic discussions.

An outline of the topics covered is shown below.

HIGH-INTENSITY SWEETENERS MARKET

The objective of this short report was to provide a briefing on the worldwide market for high-intensity sweeteners as a basis for a general strategic discussion. The project overviewed the following topics.

Applications for High-Intensity Sweeteners

Applications, worldwide markets and general observations:

- Details on >10 HIS e.g.
 - Alitame
 - Neotame
 - NHDC
 - Thaumatin
 - Stevia
 - Others

Prices for High-Intensity Sweeteners

- HIS prices as \$/kg, as sold and on a Sugar Equivalent (SE) basis

HIS Market Size

- Market volume
- Market value
- Growth (CAGR)

Technical Aspects of Sugar Substitution

- Functional and technical requirements

Trends

- Diet Drinks
- Sweetener Consumption
 - e.g. Soft Drinks
 - 'Lifestyle'
 - 'No Sugar Added'
 - Reduced Sweetener Costs

HIS Developments and Innovations

- Neotame
- Twinsweet
- Sucratose
- Alitame
- Stevia
- Lo Han Guo

The Impact of High Fructose Syrups

- High Fructose Syrups (HFS), *e.g.* High Fructose Corn Syrup (HFCS)

CPL has completed numerous studies on sugar and sweeteners, for example on the [worldwide market for polyols](#). You can find further specific examples using the search box at the top of the page.

Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [Eight case studies](#).