

HIGH INTENSITY SWEETENERS MARKET

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STRATEGIES TO GROW YOUR BUSINESS



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In this case study, a large regional sugar company engaged CPL Business Consultants to quantify the market for high intensity sweeteners for each of the main food and beverage applications in the UK.

The objective of this study was to provide our client with information on the volume and value of the UK market for high intensity sweeteners, for example, acesulfame K, aspartame and saccharin. In particular, the study detailed the use of these sweeteners in soft drinks, tabletop sweeteners and industrial food uses, and commented on prospects for growth in these applications.

CPL used a variety of data sources and also in-house data to provide volume and value data for these products. We also made projections for market growth over the next 5 years.

HIGH INTENSITY SWEETENERS MARKET

Market Sectors

- Carbonated Soft Drinks
- Concentrates (*i.e.* dilute-to-taste)
- Table Top Sweeteners
- Solid Foods
- Pharmaceutical and Industrial Applications

Volume and Value

- Volume by Application and Type
- Product Prices
 - Aspartame
 - Acesulfame K
 - Saccharin
 - Cyclamate
 - Sucrose

Future Trends

- Soft Drinks
- Table Top Sweeteners
- Solid Foods
- Sucralose and Alitame
- Generic Aspartame

Market Projections for High Intensity Sweeteners

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