

# SPECIALTY SWEETENERS MARKET BRIEFING

STRATEGIES TO GROW YOUR BUSINESS

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## TABLE OF CONTENTS

<b>SPECIALTY SWEETENERS MARKET BRIEFING.....</b>	<b>1</b>
OBJECTIVE.....	1
SPECIALTY SWEETENERS MARKET.....	1

*In this case study CPL Business Consultants was asked by a global ingredients company to provide a brief overview of the market for natural sweeteners, e.g. stevia, lo han guo (monk fruit) and other specialty sweeteners e.g. acesulfame K and sucralose.*

Additionally, the project included a review of companies manufacturing specialty sweeteners based on *Stevia rebaudiana* glycosides, such as Rebaudioside A (Reb A) and steviol. Stevia products produced by fermentation or bioconversion (e.g Reb M) were also included in the analysis. Leading players in stevia include companies like [PureCircle, now part of Ingredion](#).

## OBJECTIVE

The objective of this study was to provide a briefing document on the market for stevia and competing sweeteners within the context of the speciality food ingredients market.

## SPECIALTY SWEETENERS MARKET

- Introduction to Sweeteners
- Speciality Food Ingredients Market
- Food and Beverage Sugar Replacement Market
- Sweeteners Market Value and Growth
- Sugars and Sweeteners Ingredients
- Sugars and Sweeteners Players
- Specialty Sweeteners Market Trends
- Stevia Producers
- Fermentative Stevia
- Stevia Market

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