

# SUCRALOSE

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*In this case study, an ingredients blender and trader engaged CPL Business Consultants to analyse the market dynamics for sucralose, including costs, pricing, demand, regulatory status and applications. CPL provided an insightful and detailed report which allowed the client to make an informed strategic decision on playing in this space.*

## BACKGROUND AND OBJECTIVE

Sweeteners such sucralose are used to reduce the sugar and calorie content in a wide variety of food and drink products. This report provided our client with an overview of the market for high intensity sweeteners, with a focus on sucralose. This included analysis of market size, product prices and market growth, and description of its technical properties and regulatory and IP status. We also report on several sweeteners that compete with sucralose.

CPL has worked on [high intensity sweeteners](#) on a number of occasions. Click here for a PDF of [the contents of the study](#) or look below for an outline.

## SUCRALOSE & HIS MARKETS

### Summary

- Markets
- Patents
- Customers
- Technical Properties

### Introduction

- Nutritive Sweeteners
  - Sugar
  - Starch Sweeteners
  - Fructose
- Semi-Nutritive Sweeteners
- Non-Nutritive Sweeteners
- Sweetness and Taste Measurement

### Markets for HIS

- Prices
- Volumes and Values
  - Growth Rates
- Price Elasticity

## Sucralose

- Approvals
- Properties
  - Technological Justification for Sucralose
  - Companies' Views of the Technical Value of Sucralose
- Market Penetration
- Patents

## Competition – Other High Intensity Sweeteners

- Sweetener 1
  - Functionality
  - Safety
  - Regulatory Status
- Sweetener 2
  - Functionality
  - Safety
- Sweetener 3
  - Functionality
  - Safety
- Sweetener 4
  - Functionality
  - Properties and Stability
  - Applications
  - Safety
  - Physiology
- Sweetener 5
  - Taste
  - Stability
  - Functionality

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