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Natural Alternative Sweeteners: United States

July 2017



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About This Report

Scope & Method

This report forecasts US natural alternative sweetener demand in US dollars at the manufacturers' level to 2021. Total demand is segmented by product in terms of:

- xylitol
- stevia
- agave nectar
- erythritol
- coconut sugar
- monk fruit.

For the purposes of this report, the term “natural alternative sweeteners” describes natural sweetener products used as alternatives to sugar or the major corn sweeteners (high fructose corn syrup, glucose, and dextrose).

To illustrate historical trends, total demand is provided in annual series from 2006 to 2016; the various segments are reported at five-year intervals for 2006, 2011, and 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Natural Alternative Sweeteners: United States (FF35114) is based on [Natural Alternative Sweeteners Market in the US](#), a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

About This Report

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 6 | Industry Codes Related to Natural Alternative Sweeteners

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311221	Wet Corn Milling	2062	Cane Sugar Refining
311312	Cane Sugar Refining	2063	Beet Sugar
311313	Beet Sugar Mfg	2099	Food Preparations, NEC
325199	All Other Basic Organic Chemical Mfg	2869	Industrial Organic Chemicals, NEC
325998	All Other Miscellaneous Chemical Product and Preparation Mfg	2899	Chemical and Chemical Preparations, NEC

Source: US Census Bureau

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Resources

The Freedonia Group

Natural Alternative Sweeteners Market in the US, July 2017

Freedonia Industry Studies

Food & Beverage Natural Colors Market in the US, July 2017

Food & Beverage Hydrocolloids Market in the US, May 2017

Alternative Sweeteners Market in the US, February 2017

Natural Flavors & Fragrances, October 2016

World Enzymes, June 2016

World Flavors & Fragrances, March 2016

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Beverage Daily

Beverage World

Chemical & Engineering News

Confectionery News

Food Business News

Food Navigator

Natural Products INSIDER

Agencies & Associations

American Chemical Society

International Sweeteners Association

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission