



NATURAL ALTERNATIVE SWEETENERS MARKET IN THE US

Industry Study #3551 | July 2017



This Freedonia industry study analyzes the \$262 million US natural alternative sweeteners market. It presents historical demand data (2006, 2011, 2016) plus forecasts (2021) by product (xylitol, erythritol, stevia, agave nectar, coconut sugar, and monk fruit) and market segment (foods, beverages, personal care products, pharmaceuticals). Information is also provided on next generation sweeteners (allulose, brazzein, curculin, glycyrrhizin, inulin, monatin, monellin, tagatose, thaumatin, other).

[Learn More About This Report](#)

Report Link: <http://hubs.ly/H08cYZj0>

Next Generation Natural Alternative Sweeteners	
Commercially Available <ul style="list-style-type: none">AlluloseGlycyrrhizinInulinLucuma PowderMesquite PowderTagatoseThaumatococcusYacon Syrup	Key Characteristics <ul style="list-style-type: none">Allulose<ul style="list-style-type: none">Flavor profile similar to sugarSynergy with other sweetenersNon-GM
In Development <ul style="list-style-type: none">BrazzeinCurculinMonatinMonellin	Key Restraints <ul style="list-style-type: none">Raw material availabilityExtraction and purificationPrice per pound andRegulatory concerns

US Natural Alternative Sweeteners Market	
'16 - '21 annual growth ↑ 6.9%	Key Trends Through 2021 <ul style="list-style-type: none">"All natural" and "clean label" trendsHealth concerns regarding added sugar, artificial sweetenersIncreasing raw material availability
Top Products, 2016 <ul style="list-style-type: none">Erythritol: 13%Stevia: 27%Xylitol: 31%Agave: 15%	Growth Opportunities for Natural Alternative Sweeteners <ul style="list-style-type: none">Flavored watersFunctional beveragesSnack barsProducts marketed to children