

Sweetener Consumer and Market Insights

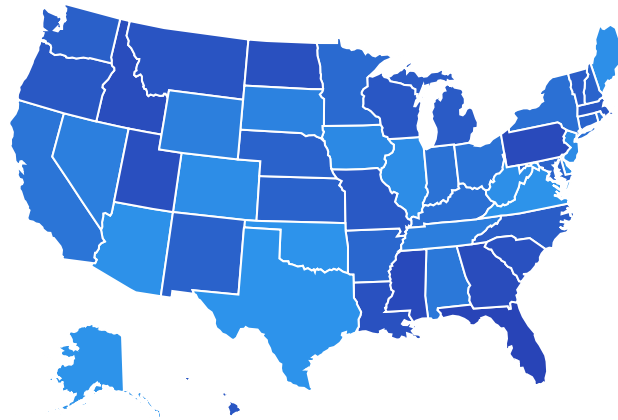
Consumers continue to prioritize investment in health and wellbeing.

The global natural sweeteners market is projected to account for USD 3.87 billion by 2025, growing at a CAGR of 6.1%

North America is a Favorable Market for Natural Sweeteners due to an increased preference in

1. Low Calorie
2. Low-Fat
3. Sugar-Free

products they consume



Source: MarketandMarkets 2022

61%

of consumers globally intend to increase their spending on health in the next 12 months

34%

of U.S. consumers are more likely to limit sugar

37%

of U.S. consumers want to balance healthy eating and indulgent treats

Sugar reduction claims are on the rise in five of the six leading categories by a CAGR of 64.7%



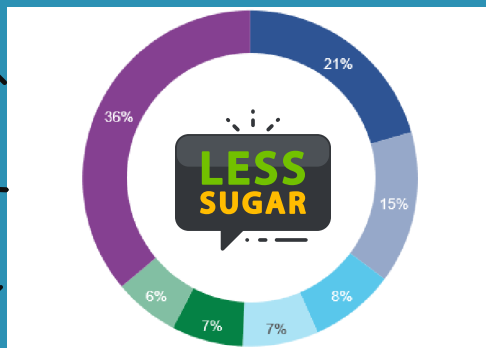
7% Baby & Toddler



21% Soft Drinks



7% Confectionary



6% Cereal



15% Sports Nutrition



8% Alcoholic Beverages



2 in 5 global consumers uses sweeteners because they want something sweet, but also want to reduce calories

Sweetener suites with expanded classes of ingredients – sweeteners, fibers, flavor blockers, texturizers – will continue momentum toward sugar replication in a broadening range of food and beverage categories.

Source: Innova Market Insights 2022