

SWEETENERS

Category Wise : Market Size

GLOBAL SUGAR-FREE FOOD AND BEVERAGES MARKET BY PRODUCT

PRODUCT

CAGR 2016-2021

BEVERAGES

6.66%

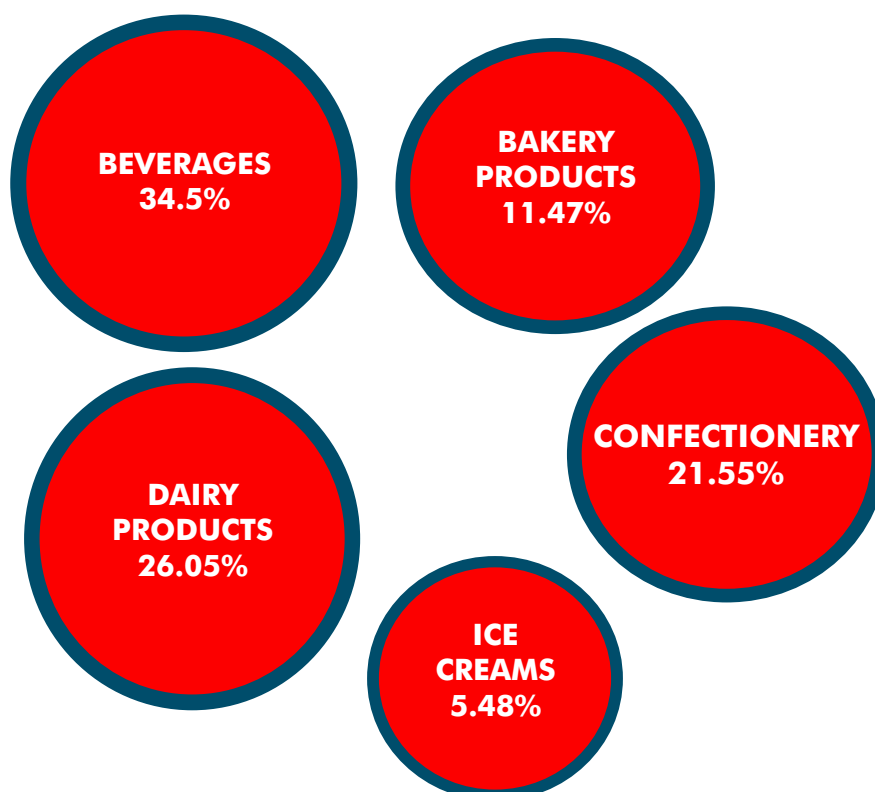
DAIRY PRODUCTS

6.38%

CONFECTIONERY

7.04%

2016 MARKET SHARE



GLOBAL STEVIA MARKET: KEY DRIVERS AND FIGURES

KEY MARKET FIGURES

WHITE POWDER STEVIA

By 2021, the white powder stevia product will continue its dominance with 65.70% of the market

FOOD SECTOR

In 2016, the global stevia market in the food sector was valued at \$ 155.43 million

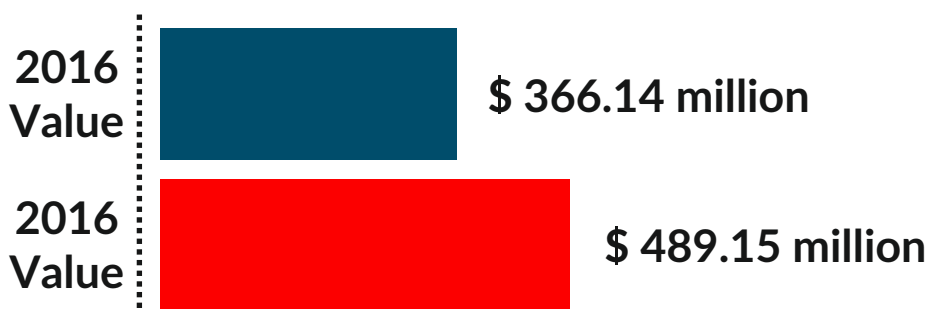
THE MARKET IN AMERICAS

In 2016, the Americas led the global stevia market with 54.48% market share

GLOBAL MARKET GROWTH

**\$ 123.01
MILLION**

INCREMENTAL GROWTH



GLOBAL TABLETOP AND SACHET SWEETENERS MARKET: KEY DRIVERS AND FIGURES

KEY MARKET FIGURES

NATURAL TABLETOP

The global natural tabletop and sachet sweeteners market is growing at a CAGR of 27.23%

JAR AND POUCH FORMAT

The global jar and pouch format of tabletop and sachet sweeteners market was valued \$3.28 billion in 2016.

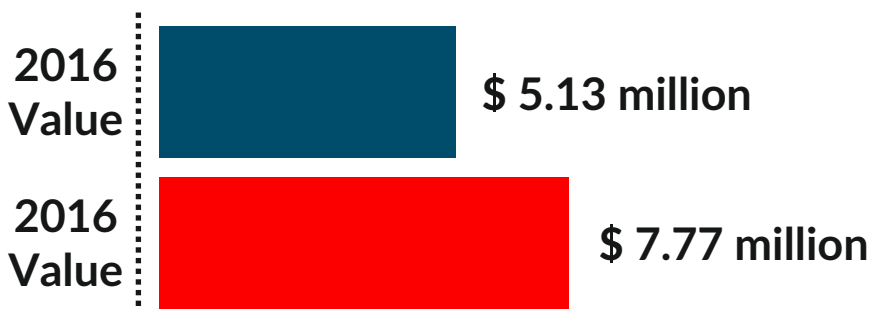
MARKET IN THE AMERICAS

In terms of revenue, North America is expected to reach \$3.83 billion in 2021

GLOBAL MARKET GROWTH

**\$ 2.64
MILLION**

INCREMENTAL GROWTH



GLOBAL ZERO CALORIE SWEETENER MARKET BY PRODUCT

PRODUCT

REVENUE 2016

SUCRALOSE

\$ 687.42 Million

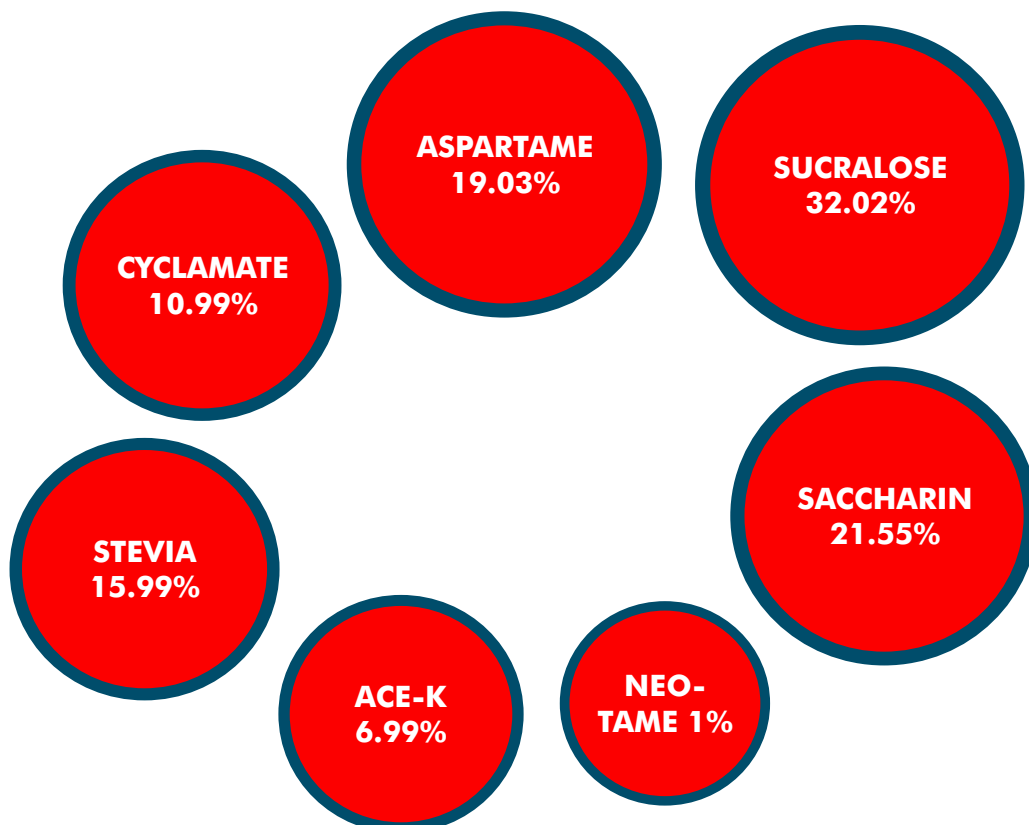
ASPARTAME

\$ 435.90 Million

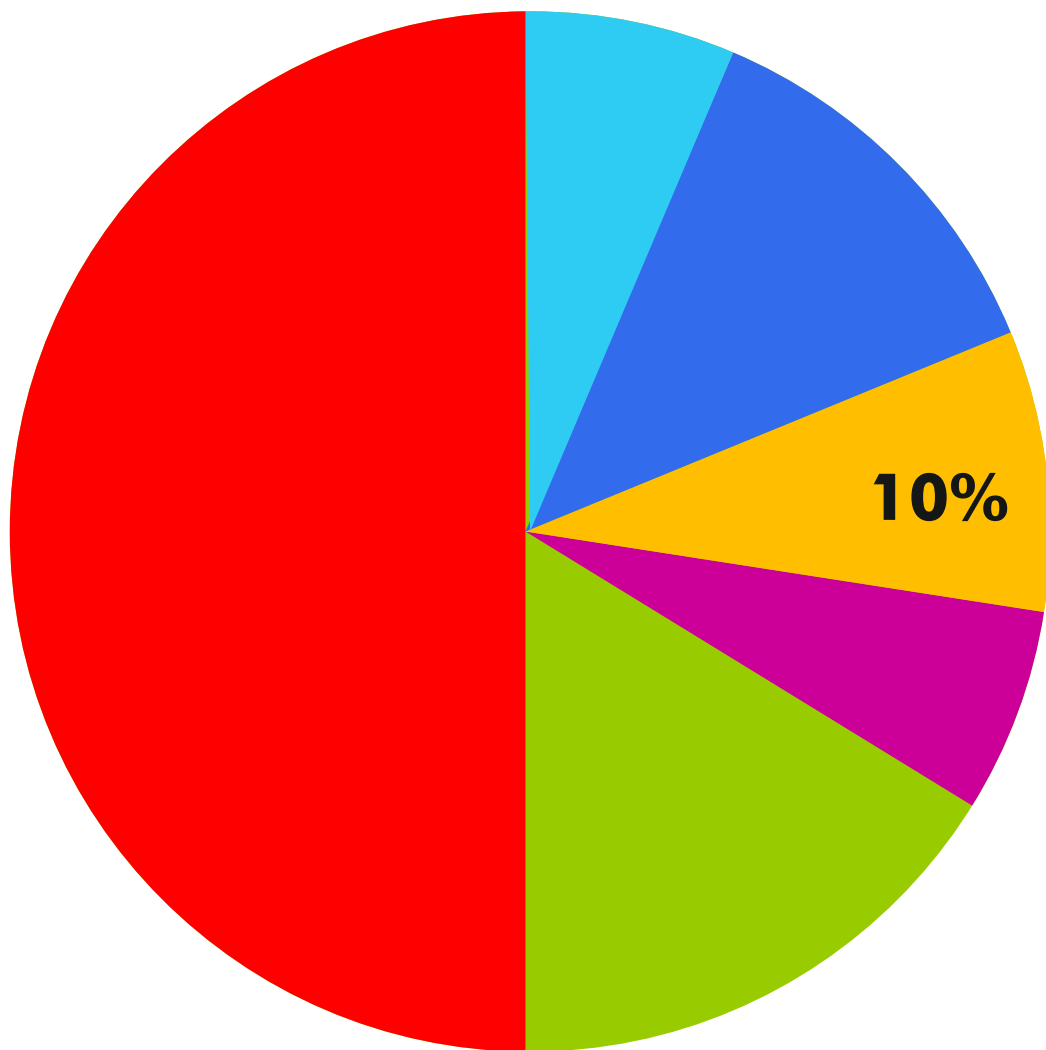
SACCHARIN

\$ 366.05 Million

2016 MARKET SHARE

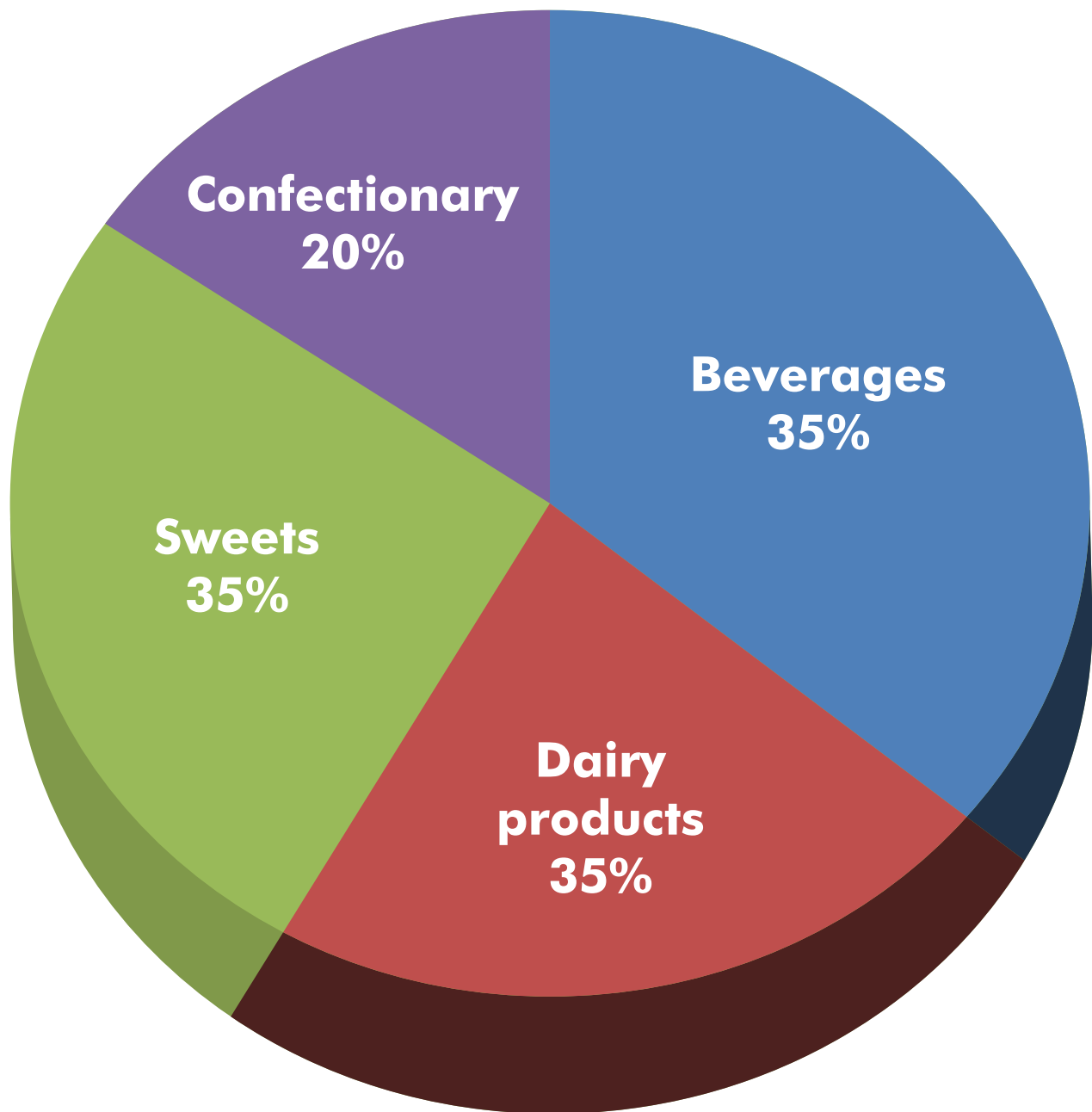


SUGAR SUBSTITUTES MARKET: MARKET SHARE (%), BY COUNTRY, INDIA 2018

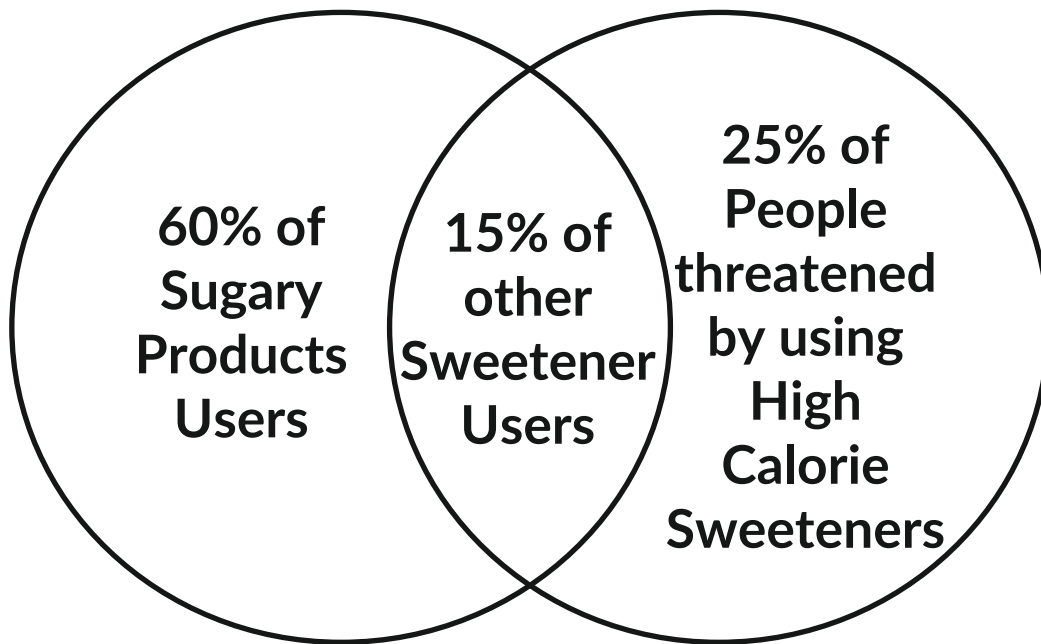


-  **Aspartame**
-  **Saccharine**
-  **Stevia**
-  **Sucralose**
-  **Xylitol**
-  **Others**

INDIA STEVIA FOOD AND BEVERAGES MARKET SIZE BY PRODUCTS



Today Food & Beverages Consumer's Size Sugar & Non Sugar Users



**Due to their lack of calorie burning, Diabetes, Obesity
At Present Childrens Diabetes, Kids Obesity**

Today Insights

India is Projected to overtake china which is at present the Diabetes capital the world by 2045, China at present has 114.4 Million people with diabetes (Age group of 20 to 79 Years)while India has 72.9 million people, But by 2045, it is projected that india will have 134.3 million people with diabetes and china will have 119.8 million

Source: By 2045, India will have 134.3 million people with Diabetes the times of India.

Today Food & Beverages Production in India



MAKα STEVIA Innovations Focuses

