Artificial Sweetener Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Bakery, Flavors & Food Ingredients (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/artificial-sweeteners-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 4.28 billion
Projected Forecast (2031)	USD 4.28 billion
Growth Rate (CAGR)	4.63 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Artificial Sweetener industry](images/chart_2.png)

![Artificial Sweetener Market (2025 - 2030)](images/chart_3.png)

![Artificial Sweetener Market: Market Share by Type, 2025](images/chart_4.png)

![Artificial Sweetener Market: Market Share by Application, 2025](images/chart_5.png)

![Artificial Sweetener Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Artificial Sweetener Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 4.28 Billion
|

Market Size (2031)
|

USD 5.38 Billion
|

Growth Rate (2026 - 2031)
|

4.63 %
|

Fastest Growing Market
|

Middle East and Africa
|

Largest Market
|

Asia Pacific
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Artificial Sweetener Market Analysis by Mordor Intelligence

The artificial sweetener market size is expected to grow from USD 4.09 billion in 2025 to USD 4.28 billion in 2026 and is forecast to reach USD 5.38 billion by 2031 at 4.63% CAGR over 2026-2031. This growth indicates a shift in focus toward creating better-quality products, introducing innovative formulations, and expanding their use in various industries, rather than just increasing production. The rising demand for artificial sweeteners is largely driven by consumers who are managing weight, diabetes, and other metabolic health issues. Regulatory organizations like the FDA and EFSA continue to confirm the safety of approved low-calorie sweeteners, as long as they are consumed within the recommended limits. In terms of types, sucralose remains a strong performer, while newer options like advantame are growing faster than others. When it comes to forms, powdered sweeteners continue to dominate, but liquid sweeteners are gaining popularity due to their convenience. Among applications, beverages remain the largest segment, but the use of artificial sweeteners in pharmaceuticals is growing rapidly. The artificial sweetener market is moderately concentrated, with major players such as Cargill, Archer Daniels Midland, and Ingredion leading the competition. These companies benefit from their vertically integrated supply chains, global research and application labs, and diverse product portfolios. Their ability to innovate and adapt to changing consumer preferences helps them maintain a strong position in the market.

Key Report Takeaways

* By type, sucralose led with 32.41% artificial sweetener market share in 2025, whereas advantame is forecast to expand at a 5.82% CAGR through 2031.
* By form, the powder segment commanded 72.96% of the artificial sweetener market size in 2025, and liquid solutions show the fastest growth at 5.88% CAGR to 2031.
* By application, beverages accounted for 36.45% of revenue in 2025, while pharmaceuticals and nutraceuticals are projected to grow 6.18% annually through 2031.
* By geography, Asia-Pacific contributed 31.78% of the share of artificial sweeteners in 2025, and the Middle East and Africa are projected to post the highest regional CAGR at 6.07% through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Table of Artificial Sweetener Market*

DRIVER
|

(~)
% IMPACT ON CAGR FORECAST
|

GEOGRAPHIC
RELEVANCE
|

IMPACT
TIMELINE
|

Rising prevalence
of obesity and diabetes driving artificial sweetener adoption

|

+1.2%

|

Global,
with highest impact in North America and Asia-Pacific

|

Long
term (≥ 4 years)

|

Increasing
penetration of sugar-free confectionary products

|

+0.8%

|

North
America and Europe, expanding to Asia-Pacific

|

Medium
term (2-4 years)

|

Longer shelf
life of artificial sweeteners

|

+0.3%

|

Global,
particularly relevant in emerging markets

|

Short
term (≤ 2 years)

|

Surging
consumer demand for zero-calorie beverages

|

+1.1%

|

Global,

led by North America and Europe

|

Medium
term (2-4 years)

|

Consumer
inclination towards sugar substitutes in weight management

|

+0.9%

|

Global,
strongest in developed markets

|

Long
term (≥ 4 years)

|

Technological
advancement enhancing sweetener taste and stability

|

+0.7%

|

Global,
with innovation centers in North America and Europe

|

Long
term (≥ 4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The artificial sweetener market is moderately concentrated, with major players like Cargill, Incorporated, Archer Daniels Midland Company, Ingredion Inc., and Roquette Frères dominating through their vertically integrated supply chains and extensive product portfolios. These companies leverage their global application labs, regulatory expertise, and logistics networks to maintain a competitive edge. However, as the market matures, even these leaders are seeking ways to differentiate themselves. For instance, Ingredion's expansion of its PureCircle unit in Malaysia in 2025 highlights its strategic focus on natural sweeteners while continuing to offer conventional options. This approach allows them to cater to evolving consumer preferences while staying competitive.

Mid-sized companies are carving out their niche by focusing on regional markets and offering tailored solutions. These firms often build strong relationships with local bottlers and emphasize agility in customization to meet specific client needs. Start-ups in the space are also gaining traction, particularly those working on innovative technologies like precision-fermented rare sugars or enzymatic conversion processes. These advancements attract venture capital and licensing deals, especially when they promise faster production times or unique taste profiles. Collaborations between sweetener innovators and major flavor houses are further accelerating product development, enabling quicker market entry for new offerings.

Sustainability is becoming a key focus area for competition in the artificial sweetener market. Companies are increasingly highlighting the environmental benefits of their products, such as the reduced carbon footprint of fermentation-derived sweeteners compared to traditional extraction methods. These sustainability metrics are often used to appeal to retailers that prioritize eco-friendly procurement practices. Partnerships between ingredient suppliers and biopolymer packaging firms are emerging, showcasing a commitment to holistic solutions that go be yond just the sweetener itself. This integrated approach not only addresses consumer demand for sustainability but also strengthens the overall value proposition for businesses in the market.

Artificial Sweetener Industry Leaders

*

Cargill, Incorporated

*

Archer Daniels Midland Company

*

Ingredion Inc.

*

Roquette Frères

*

Tate & Lyle PLC

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this methodology, the artificial sweeteners market covers the value generated from the sale of high intensity, low calorie sweetening ingredients used to replace sugar in food, beverage, and related end uses, across all major regions.

Scope exclusions: We exclude regular sugars and sweetening ingredients that are not classed as artificial sweeteners, and we do not count finished packaged products where the sweetener value cannot be separately identified.

Segmentation Container

*
By Type

*
Acesulfame K

*
Advantame

*
Saccharin

*
Sucralose

*
Neotame

*
Aspartame

*
Others

*
By Form

*
Powder

*
Liquid

*
By Application

*
Bakery and Confectionery

*
Dairy and Frozen Desserts

*
Beverage

*
Pharmaceutical

*
Nutraceuticals

*
Others

*
By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*
Europe

*
United Kingdom

*
Germany

*
Spain

*
France

*
Italy

*
Russia

*
Rest of Europe

*
Asia-Pacific

*
China

*
India

*
Japan

*
Australia

*
Rest of Asia-Pacific

*
South America

* Brazil

* Argentina

* Rest of South America

* Middle East and Africa

* Saudi Arabia

* South Africa

* Rest of Middle East and Africa

Frequently Asked Questions

What is the current size of the artificial sweetener market?

The artificial sweetener market size is USD 4.28 billion in 2026 and is projected to reach USD 5.38 billion by 2031.

Which sweetener type holds the largest market share?

Sucralose leads with 32.41% market share due to its broad regulatory acceptance and heat stability.

Why are liquid sweeteners gaining momentum?

Middle East and Africa is estimated to grow at the highest CAGR over the forecast period (2026-2031).

Which region offers the highest growth prospects?

The Middle East and Africa shows the fastest 6.07% CAGR, supported by diabetes-prevention policies and expanding food-processing capacity.