Natural Sweeteners Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

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

Executive Market Summary

Market Metric	Details
Base Market Size	USD 9.59 billion
Projected Forecast (2031)	USD 9.59 billion
Growth Rate (CAGR)	10.87 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Natural Sweeteners industry](images/chart_2.png)

![Natural Sweeteners Market (2026 - 2031)](images/chart_3.png)

![Natural Sweeteners Market: Market Share by Product type](images/chart_4.png)

![Natural Sweeteners Market: Market Share by Application](images/chart_5.png)

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

![Natural Sweeteners Market](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 9.59 Billion
|

Market Size (2031)
|

USD 16.06 Billion
|

Growth Rate (2026 - 2031)
|

10.87 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Natural Sweeteners Market Analysis by Mordor Intelligence

The natural sweeteners market size is expected to grow from USD 8.78 billion in

2025 to USD 9.59 billion in 2026 and is forecast to reach USD 16.06 billion by 2031 at 10.87% CAGR over 2026-2031. The market expansion is attributed to the increasing consumer transition toward healthier dietary alternatives and heightened awareness regarding health conditions such as obesity, diabetes, and cardiovascular diseases. The escalating recognition of potential health implications associated with synthetic and high-calorie sweeteners has generated substantial demand for natural alternatives. The food and beverage industry's implementation of clean label practices and incorporation of natural ingredients in product formulations corresponds to consumer requirements for transparency and health-conscious options. Moreover, governmental policies advocating sugar reduction and regulatory frameworks supporting natural sweetener utilization further facilitate market expansion.

Key Report Takeaways

* By product type, sugar polyols sweeteners held 80.81% of the natural sweeteners market share in 2025, and natural high-intensity sweeteners are set to rise at a 13.01% CAGR through 2031.

* By form, solid formats commanded 81.10% revenue in 2025, while liquid/syrup forms are poised for a 11.90% CAGR to 2031.

* By application, food and beverages accounted for 70.12% of the natural sweeteners market size in 2025, and pharmaceuticals and nutraceuticals will climb at a 12.35% CAGR by 2031.

* By region, North America led with a 35.23% revenue slice in 2025, whereas Asia-Pacific is forecast to pace ahead at a 11.83% CAGR by 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Natural Sweeteners Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Growing consumer awareness about health risks associated with artificial sweeteners	+2.1%	Global, with higher impact in North America and Europe	

Medium term (2-4 years)
|

Rising prevalence of diabetes and obesity

|

+1.8%
|

Global, with significant impact in North America, Europe, and urban centers in Asia-Pacific
|

Long term (≥ 4 years)
|

Increasing adoption of natural ingredients in food and beverage manufacturing

|

+1.5%
|

Global, with higher adoption rates in developed markets
|

Medium term (2-4 years)
|

Government regulations supporting the use of natural sweeteners over artificial alternatives

|

+1.2%
|

North America, Europe, and progressive adoption in Asia-Pacific
|

Short term (≤ 2 years)
|

Technological advancements improving the taste and functionality of natural sweeteners

|

+1.0%
|

Global, with faster adoption in developed markets with advanced research and development capabilities
|

Medium term (2-4 years)
|

Rising disposable income enables consumers to purchase premium natural sweetener products

|

+0.8%
|

Asia-Pacific, Latin America, and emerging markets with growing middle class
|

Long term (≥ 4 years)
|

Source: Mordor Intelligence

Competitive Landscape

Competitive Landscape

The natural sweeteners market demonstrates a fragmented competitive structure, with regional and global market players dominating the market. Major players in the market are Tate & Lyle Plc, Archer Daniels Midland Company, Cargill Incorporated, DSM-Firmenich AG, and Ingredion Incorporated, among others. These industry leaders have developed robust vertical integration strategies across their value chains to optimize operational efficiency, maintain quality control, and strengthen their cost competitiveness in the global market.

Companies are pursuing strategic collaborations and acquisitions to enhance their market positions, expand product portfolios, and acquire new technologies. For instance, in October 2024, Tate & Lyle PLC partnered with Manus, a bio alternatives scale-up platform, to launch stevia Reb M, representing the first large-scale commercialization of an all-Americas-sourced, manufactured, and bio-converted stevia Reb M ingredient.

Stringent regulatory frameworks and compliance requirements significantly influence the competitive dynamics. Manufacturers must strategically adapt their product development, manufacturing processes, and market entry strategies to meet diverse regulatory standards across different geographical regions. This regulatory compliance is crucial for maintaining market access and expanding global market presence while ensuring product safety and quality standards.

Natural Sweeteners Industry Leaders

*

Cargill Inc.

*

Archer-Daniels-Midland Company

*

Tate & Lyle PLC

*

Ingredion Incorporated

*

DSM-Firmenich AG

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*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Natural Sweeteners Market Report Scope

Natural Sweeteners are sugar substitutes obtained from natural or organic sources like plants, microbes, and other sources. The natural sweeteners market is segmented based on product type, form, application, and geography. By product type, the market is segmented into Natural High-Intensity Sweeteners, Sugar Alcohols (Polyols), and Others. By form, the market is segmented into Solid and Liquid/Syrup. By application, the market is segmented into Food and Beverages, Pharmaceuticals & Nutraceuticals, Personal Care & Cosmetics, and Other Applications. By geography, the market is segmented into North America, Europe, Asia-Pacific, South America, Middle East, and Africa. The market sizing has been done in value terms in USD for all the abovementioned segments.

By Product Type

Natural High-Intensity Sweeteners
|

Stevia
|

|

Monk Fruit (Luo Han Guo)
|

|

Others
|

Sugar Alcohols (Polyols)
|

Xylitol
|

|

Sorbitol
|

|

Mannitol
|

|

Erythritol
|

|

Others
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
|

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Mexico
|

|

Rest of North America
|

Europe
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Germany
|

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United Kingdom
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Italy
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France
|

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Spain
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|

Netherlands
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Poland
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Belgium
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Sweden
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Rest of Europe
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Asia-Pacific
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China
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India
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Japan
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Australia
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Indonesia
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South Korea
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Thailand

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Singapore
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Rest of Asia-Pacific
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South America
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Brazil
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Argentina
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Colombia
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Chile
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Peru
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Rest of South America
|

Middle East
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South Africa
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Saudi Arabia
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United Arab Emirates
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Nigeria
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Egypt
|

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Morocco
|

|

Turkey
|

|

Rest of Middle East and Africa
|

Frequently Asked Questions

What is the current size of natural sweeteners market?

The market is valued at USD 9.59 billion in 2026 and is projected to reach USD 16.06 billion by 2031.

Which segment holds the largest natural sweeteners market share?

Sugar Alcohols (Polyols) captured 80.81% revenue in 2025.

Which region is growing the fastest for natural sweeteners?

Asia-Pacific shows the sharpest rise, advancing on a 11.83% CAGR through 2031.

Why are liquid natural sweeteners gaining popularity?

Liquids dissolve faster, improve process efficiency in beverages, and support cold-fill lines, fueling a 11.90% CAGR for this form.