Sugar and Alternative Sweeteners - US - May 2015

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The sugar and alternative sweeteners category reached almost $5 billion in 2014, representing growth of only 3% from 2009-14. Sugar's negative impact on health has impaired growth; however, honey represents the category sweet spot and is indicative of the future natural direction of the market.

This report looks at the following areas:

- Negative health perceptions impacting sales
- Difficult to identify natural sugar substitutes
- Sweetener types causing consumer confusion

This report builds on the tabletop sweetener analysis presented in Mintel's Sugar and Sweeteners – US, September 2014, as well as the September 2013, 2012, and December 2011 reports of the same title.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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