



# Global Sugars & Sweeteners Product Trends

Innova Market Insights  
for  
[FoodIngredientsFirst.com](http://FoodIngredientsFirst.com)  
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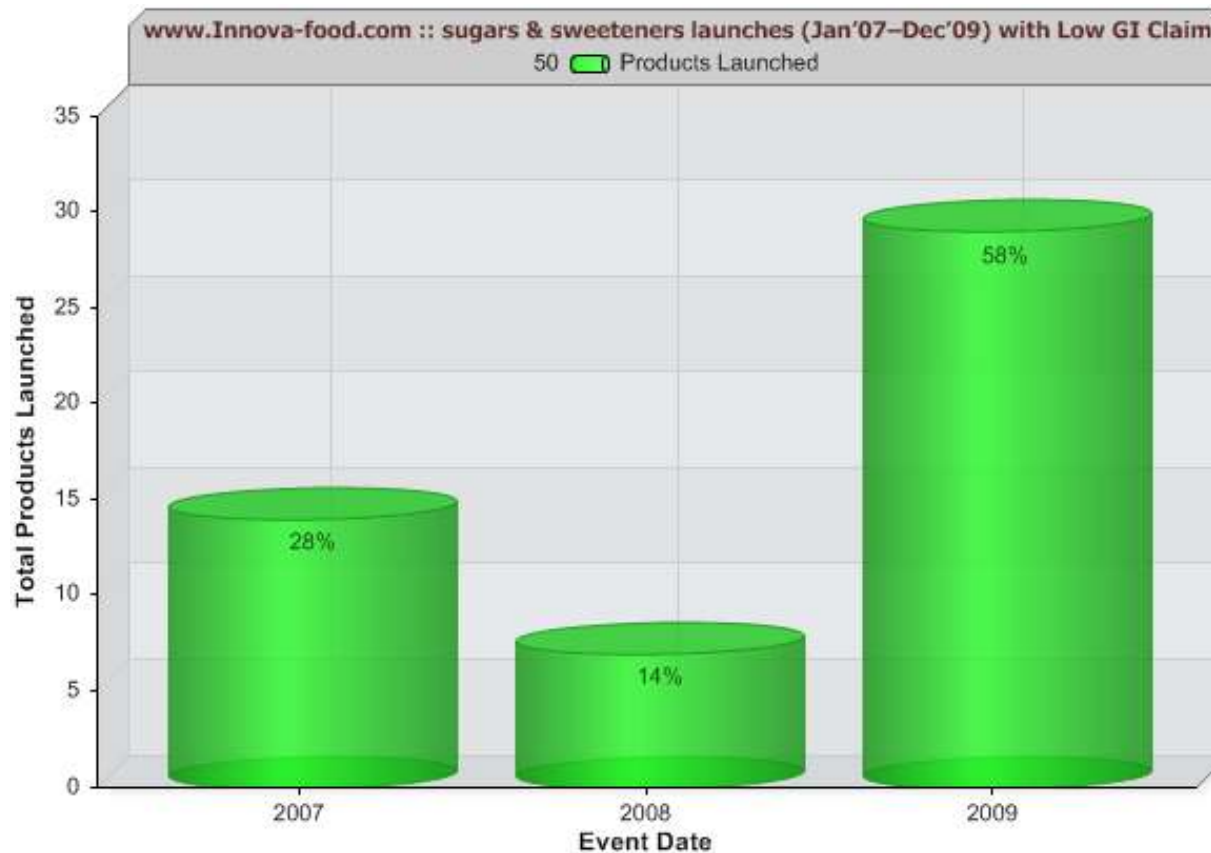
## Introduction

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- United States (25%) is the product launch leader for sugar and sweeteners, followed by Germany (10%).
- Positioning analysis revealed the emergence of low GI claims and diabetic suitability claims. These specific claims will become increasingly important with the growing diabetic population. Natural claims should also continue to grow with natural stevia leaf products infiltrating global markets. Agave sweeteners should also find more applications due to their natural composition.
- Health innovation for sweeteners include the addition of value added ingredients such as fibre and probiotics and other ingredients for relaxation. For the diet market, added ingredients with extra slimming properties will have great appeal for females in particular.

# Increasing Low GI Claim Products

Global sugars & sweeteners launches with low GI claim between Jan'07 – Dec'09



- Low GI claims have increased in 2009 data to date indicates that this trend is not slowing down.
- This demonstrates increased consumer awareness and acceptance of products with increased functionality.

**INNOVA MARKET INSIGHTS**

# Low GI Sugar Hits Sweet Spot

- A new low GI cane sugar has been launched in Australia, as well as a new consumer product featuring stevia.
- LoGiCane, the world's first all-natural low glycemic index (GI) cane sugar has been launched on the Australian market. Certified by the Glycemic Index Foundation (GIF), LoGiCane provides consumers with a healthier, low GI sugar choice.
- The product is fully substitutable for traditional white refined sugar.
- It can be used in exactly the same way as regular sugar for baking, cooking and for sprinkling on cereal, making it easier to achieve a low GI diet.
- It has the same physical functionality as sugar but with the added benefit of naturally occurring antioxidants and no chemical additives, artificial colors or preservatives.
- CSR sugar's Better for You range consists of a natural Low GI cane sugar, CSR LoGiCane and is accompanied by CSR Smart and CSR Organic.



## Low GI Sugars & Sweeteners

- Low GI products are increasing in number and should find more shelf space due to obesity and diabetes epidemics.



*Australia: Hermesetas Granulated Sweetener. Low GI. 90% less calories than sugar. Suitable for cooking and baking. With 40% fiber.*



*Vietnam: Vikybomi Isomalt - Sugar Replacer. Very low glycemic index.*



*United Kingdom: Sweet Freedom Natural Syrup. A good choice for diabetics as part of a healthy diet. Suitable for vegans. Ideal honey alternative. Low GI. 100% from fruit.*

# Splenda Gets Creative With Packaging

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*United Kingdom: Splenda Sweet Minis  
Sucralose Based Table Top Sweetener.*

## Sprinkle, Cook & Bake

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*India: Sugar Free Natura Diet Sugar Low Calorie Sugar Substitute. Sugar free. 0 calories with sucralose. Sugar Free Natura Diet Sugar is a perfect diet alternative to sugar that is low in calories and carbohydrates. Fat free. Sprinkle, cook or bake. 100% vegetarian. Contains artificial sweetener.*

# Natural Stevia Holds Great Potential



**New Zealand: Good Life Stevia Leaf Powder.** Stevia contains over 100 phytochemicals and is rich in flavonoids, which may help prevent several cancers. This is the natural green leaf ground into powder and not the white powder extract.



**Brazil: Taeq Adocante em po Stevia: Powdered Stevia Sweetener.** Fifty individual sachets of maltodextrin based powdered Stevia sweetener. Nature sweetener. 100% natural. No calories. Gluten free.



**Australia: Hermesetas Stevia Sweet Tablets.** 100% natural sweetening ingredient. Calorie free. Carbohydrate free.



**Brazil: Stevita Adocante Natural: Natural Sweetener.** 100% natural pure stevia dietetic liquid sweetener. Pure stevia.



## Better For You Blend of Natural Sugar with Stevia

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*Australia: CSR Smart White Sugar Blend. A blend of white sugar and sweetener to offer a sugar taste with 50% less calories. Better for you. Natural sugar with Stevia. Contains natural ingredients. 50% less calories. Twice as sweet so you only need half.*

## Sweeteners with Added Fiber

- Sweeteners with added fiber ultimately provides other health benefits such as satiety and digestive health etc...



*Puerto Rico: Splenda No Calorie Sweetener. Ideal for the whole family. No calorie. One gram of fiber per packet. Same sweet taste. Suitable for people with diabetes.*



*Italy: Fruttill Fibra Pure Fructose with Fruit Fiber. + fiber and less calories.*

## 'Light' Versions With Even Less Calories



Colombia: Incauca Morena Light: Sugar with Half of Calories. Dietetic brown sugar with half of calories and stevia. **Contains 100% natural ingredients, low calories and sweeteners that have the same sweetness with half of regular serving.**



Brazil: Doce Menor Acucar Light: Light Sugar. 5x more sweeter. **80% less calories.** The sweet side of life. Not for diabetics. Gluten free.



Argentina: Ledesma Light Sweetener. Dietetic food based on sugar and stevioside.

# Pink Packaging To Attract Females



Colombia: Incauca Light Activ: Light Sugar with L-Carnitine. Mixture of sugar with stevia and L-carnitine. 100% natural. 50% less calories. **Contains L-carnitine.**



France: Sucrettes Minceur: Saccharin Sticks with Chromium. **Slimming. The sweet taste of saccharin mixed with chromium which improves the sugar metabolism.**



United Kingdom: Now Slim Sweetener.

# Value Added Sugars & Sweeteners



France: Sucettes Vitalite: Saccharin Sticks with Vitamins C, B1, and B12. **The sweet taste of saccharin mixed with vitamin C, B1, and B12 which contribute to vitality.**

Hungary: Karamell Vital Natur izu Szolocukor+Ca: **Unflavored Grape Sugar with Added Calcium. With added calcium for healthy bones.**



France: Sucettes Anti-Oxydant: Saccharin Sticks with Antioxidants. **The sweet taste of saccharin mixed with selenium, vitamins A and E which are well known for their actions on skin youth. Selenium contributes to cell protection, vitamin A contributes to a healthy skin, vitamin E is an antioxidant that protect tissues.**



## Sweeteners with Relaxation Properties



*France: Sucrettes Magnesium: Saccharin Sticks with Magnesium and Vitamin B6. The sweet taste of saccharin mixed with magnesium which relaxes muscles and balances nerves. Vitamin B6 which helps magnesium assimilation.*



*Vietnam: Viethoney: Phan Hoa Rung: 100% Natural Pollens. Supplementing protein and amino acid. Reducing stress, balancing blood veins, and heart veins. Helps in preventing cancer, prostatitis, sleeping and eating better. Aids in skin health.*

# Probiotic Sweeteners



*United Kingdom: Nevella Low Calorie Sweetener With Probiotics. Less than 1 calorie per tablet. A healthy digestive system supports a healthy immune system. Introducing a new sweetener with all the benefits of probiotics without the refrigerator. With Nevella you get the health benefits of probiotics in your favorite beverages.*