

Note: Key data/information in this sample page is hidden, while in the report it is not.

1 Consumption

- Consumption pattern

HIS is mainly consumed in food and beverage industry in China. In 2011, █ thousand tonnes are consumed in food and beverage, accounting for over █% of the total HIS consumption.

Table 1-1 Consumption pattern of high intensity sweeteners in China, 2011

End use segment		Consumption, tonne	Consumption share
Food	Roasted seeds and nuts	█	█
	Glace fruit	█	█
	Canned food	█	█
	Baked food	█	█
	Jelly	█	█
	Pickles	█	█
	Sugar-free chewing gum	█	█
	Soy sauce	█	█
	Candy	█	█
	Eight-treasure congee	█	█
	Low-sugar tabletop sweetener	█	█
	Potato chips	█	█
	Other foods	█	█
Beverage	Milk beverages	█	█
	Tea beverages	█	█
	Juice beverages	█	█
	Carbonated beverages	█	█
	Vinegar beverages	█	█
	Mixed liquor	█	█
	Other beverages	█	█
Toothpaste		█	█
Pharmaceuticals		█	█
Subtotal		█	█
Others		█	█
Total		█	█

Source: CCM International

2 Major end users in China, 2007-2011

2.1 Food industry

2.1.1 Candy

As many new varieties of candy with different tastes and new ingredients (other sweeteners instead of sucrose totally) have emerged, coupled with the improvement in people's living standard, the consumption of candy in China has ample room for growth. In 2007-2011, the CAGR of candy output in China reached █%.

Table 2.1.1-1 Consumption of high intensity sweeteners in candy in China, 2011

HIS	Consumption, tonne	Consumption share
Aspartame	█	█
Sucralose	█	█
Stevia sweetener	█	█
Total	█	█

Source: CCM International

Table 2.1.1-2 Some candy producers' consumption of high intensity sweeteners in China, 2011

No.	Company name	HIS	Consumption, tonne
1	Fujian Yake Food Co., Ltd.	Aspartame	█
2	Fujian Jiujiuwang Foodstuff Industry Co., Ltd.	Stevia sweetener	█
3	Wrigley Confectionary (China) Ltd.	Sucralose	█

Source: CCM International

3 Future forecast on demand for high intensity sweeteners by major segments 2012-2016

3.1 Candy

Table 3.1-1 Forecast on growth rates of candy output and consumption of high intensity sweeteners in China, 2012-2016

Item	2012	2013	2014	2015	2016
Candy output	■	■	■	■	■
HIS consumption	■	■	■	■	■

Source: CCM International

Table 3.1-2 Key factors influencing consumption of high intensity sweeteners in candy in China, 2012-2016

Item	Factor
Driver	Fast development of domestic candy industry
	Higher healthiness of HIS-added candy than sucrose-added one
	Improving health awareness of Chinese people
	Application of new varieties of HIS in candy
Barrier	Inferior flavor of HIS-added candy to sucrose-added one
	Competition from other sweeteners

Source: CCM International