



# Sweeteners China News

*GUARANTEED EXCLUSIVE ANALYSIS*



**Professional  
Exclusive  
Updated**



## China's sweetener market is promising!

Sugar and sweeteners are mainly used in foods and beverages. As the most populous country in the world, China's food and beverage industry enjoys good development. It's predicted that China's total value of food and beverage in 2011 can reach USD37 billion, up 10% over 2010. Aided by the development of food and beverage market, sugar and sweeteners also enjoy rapid development in the past and will have a promising market in the future. Therefore, updating information about China's sugar & sweetener industry is highly necessary.

Sugar is the most traditional food additive in the foods and beverages. However, affected by the bad weather in China in 2010, domestic sugar supply is tight. Meanwhile, the inflation has driven up sugar price. According to China Sugar Association (CSA), in the extract season of 2009/2010, China's sugar yield (including cane sugar and beet sugar) is 10.74 million tonnes, down 18.69% over the last extract season of 2008/2009. At the same time, downstream demand for sugar is increasing. The output of biscuit, cake and juice enjoy year-on-year growth rates of 37.76%, 40.28% and 25.55% by October 2010 respectively, implying a rapid growth in sugar demand.

Though CSA estimated that sugar yield will reach 12.00 million tonnes in the extract season of 2010/2011, the supply gap will reach 2 million tonnes in 2011 as estimated by the association. Meanwhile, sugar price has reached USD1,123/t in April 2011 in Guangxi – a main sugar production area in China, up 38.5% over March 2010. Such a price hike exerts great pressure on downstream food and beverage processors.

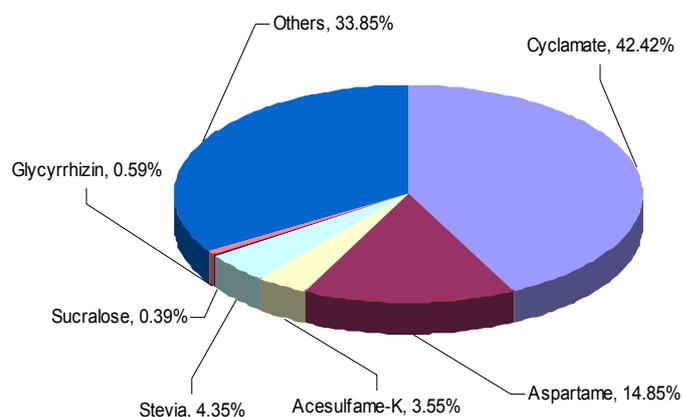
As sugar substitutes, sweeteners' development can be boosted by the insufficient supply of sugar. Take high intensity sweeteners (HIS, an important class of sugar substitutes) as an example, there are nine kinds of commonly-used HIS in Asia Pacific Area (AP, an important HIS production area in the world, whose total output account for over 50% of the global total as estimated), including saccharin, cyclamate, acesulfame-K (Ace-K), stevia sweetener, aspartame, sucralose, glycyrrhizin, alitame and neotame. All of them are 30 times at least sweeter than sucrose and have lower unit sweetness price over sucrose. Besides, much less sweetener is required, thus the transportation cost can be reduced.

Therefore, downstream food and beverage processors can decrease their production costs if they use HIS, which is an important advantage for HIS, especially when China suffers inflation currently.

China is the biggest HIS production and consumption country in AP; the country produces about 80,844 tonnes of HIS in 2010, accounting for 71.51% of AP's total; while the market size and market value in China reach about 24,740 tonnes and USD136 million in 2009, accounting for 62.56% and 55.29% in AP respectively. Such figures also imply an export volume of HIS reaching 56,104 tonnes, mainly including 23,800 tonnes of cyclamate, 1,990 tonnes of acesulfame-K, 8,330 tonnes of aspartame, 2,441 tonnes of stevia sweetener, 219 tonnes of sucralose, 330 tonnes of glycyrrhizin, etc.

As an important HIS production, consumption and exporting country in the world, China has large influence on HIS industry in the world. Therefore, paying close attention to China's HIS industry is important.

FIGURE 1: Comparison of export volume of different kinds of HIS, 2009



Source: CCM International

Help you grasp key market trends  
and make right decisions

Besides HIS, others kinds of sweeteners such as functional oligosaccharide and starch sugar are estimated to enjoy promising development in the future mainly thanks to increasing downstream demand.

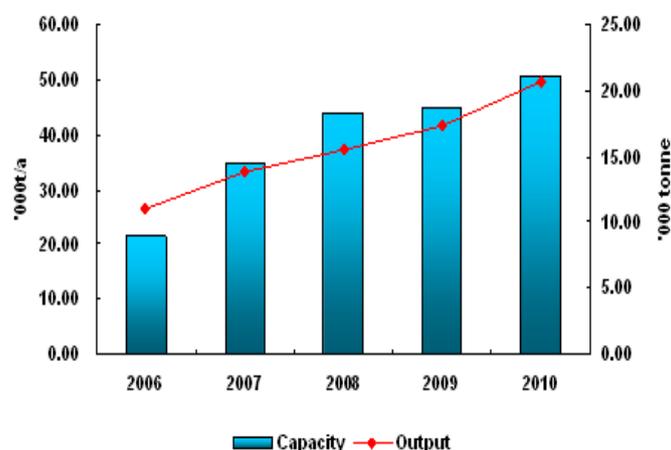
Take fructooligosaccharide (FOS, a kind of functional oligosaccharide mainly made from cane sugar in China) as an example, FOS has been widely used in yogurt, milk beverage, milk formula, confectionery and ice cream, etc. in China. Though the development of FOS is restricted by insufficient supply of sugar, aided by the increasing market demand, total capacity of FOS reaches around 50,600t/a in 2010, with CAGR of 23.86% during the period of 2006 to 2010. However, in the past, China's processors mainly produced low-purity FOS (<55%) and the country mainly imported high-purity FOS. Attracted by high profit, China's processors such as Jlangmen Quantum Hi-Tech and Baolingbao Biology begin to enter the high-purity segment in 2010, and they will become the main competitors for those multinational processors in China.

reaching 6,000-10,000 tonnes.

Therefore, China's sweetener market is promising, and focusing on the country's sweetener industry is a good way for China's and multinational processors to cooperate or compete with each other!

**Sweeteners China News** brings you the latest information on new market dynamics, company dynamics, new sweetener products and downstream consumption trend, new legislations and policies and raw material supply dynamics that are shaping the market.

**FIGURE 2:** Production situation of FOS in China, 2006-2010



Source: CCM International

Galactooligosaccharide (GOS) is another good example: China's GOS market is still in its infancy, but enjoys good development; total output of GOS reaches 1,829 tonnes in 2010 in China, with CAGR of 23.27% from 2006 to 2010, mostly used in premium infant formula. As Chinese consumers pay more attention to food safety after the 2008 melamine scandal, GOS is expected to enjoy rapid development over the next few years, with estimated sales volume



## Main Content

### Market Dynamics

Reporting the situations such as supply & demand, new products, recent investment, large projects, policy, and quality monitoring of Chinese sugar and sweetener market; analyzing the impacts or reasons, explaining how and why supply & demand of sweeteners will change, and forecasting the trends in the future.

- **A latest event or news** in sugar and sweetener market
- **Driving forces**, including sugar and sweetener market's supply and demand, consumption habit, growth pole, etc., and how they influence the event
- **Potential and current influence** of the event
- **Companies' responses, actions and strategies or associations' opinions** on the event
- **Market trend** in the future

### Price Update

Providing the latest market price of sugar and important sweetener products every month in China or certain province or key company; figuring out factors behind the price fluctuations, including the dynamics of supply & demand, raw material's supply and price, and policies, etc.

- **Figures** showing price trends of sugar & sweeteners products in recent months, when it falls? When it rises? What is the degree of price drop or rise? *CCM will update the price every month and add it into figures and tables*
- **Analysis** of factors influencing price fluctuation and how the factors work.
- **Exclusive prediction** of price trend in the near future in China or in certain province of China.
- If necessary, price fluctuation of competing products will be provided.

### Consumption Trend & Competitiveness

Covering the consumption situation and trend of sweeteners and the competition among them; analyzing how factors such as influence the market share of certain sweetener products.

- **Survey** on the consumption situation of sugar and sweetener industry in China and certain downstream industries such as confectionery industry.
- **Analysis** of the competition among sugar and sweetener

products in terms of price, brand, quality and consumption habit.

- **Comments** from related companies, associations and experts on the market trend of sugar and sweetener products.

### Company Dynamics

Covering the latest company dynamics, including company strategies, market expansion, business situation, marketing, cooperation, etc.

- **Introduction to updated news** occurring in sugar and sweetener companies in China
- **Companies' strategies** to capture market share
- **Potential and current influence** on sweeteners
- **Responses** from other companies, experts and associations
- **Companies' strategies** for the future

### Raw Material Supply

Keeping track of latest situation of raw material supply and analyzing what the influencing factors are, and how they influence the development of sugar and sweetener industry.

- **A new story** of raw material
- **Driving forces** behind the story --- viewpoints of upstream processors
- **How they affect the production of sugar and sweeteners?** —opinions from relevant companies and associations
- **Trend of raw material supply** in the short-term future

### Import & Export Analysis

Providing latest information about import & export of sugar and sweeteners, including volume, price, and influencing factors.

- **Introduction** to import & export situation
- **Influencing factors**—finding out and analyzing factors behind the situation, including supply & demand, policy, etc.
- **Feedback from consumers, wholesalers, retailers and supermarkets**
- **Analysis of the future trend of import & export**

**Gain latest business news,  
be informed of company dynamics**

### What is the scope?

- **Raw materials** including cane sugar and beet sugar, starch sugar and others, etc.
- **High intensity sweeteners** mainly including saccharin, cyclamate, acesulfame-K (Ace-K), stevia sweetener, aspartame, sucralose, glycyrrhizin, alitame and neotame
- **Sugar alcohols** including erythritol, D-mannitol, sorbitol, maltitol, xylitol and lactitol
- **Functional oligosaccharide** mainly including isomalto-oligosaccharide, fructo oligosaccharide, xylo-oligosaccharide and galacto-oligosaccharide, etc.
- **Starch sugar** mainly including maltose, glucose, high fructose corn syrup, etc.
- **Other sweeteners** such as isomaltulose
- **Downstream food and beverage industry** such as dairy products, biscuit and confection

### Why to subscribe?

- To grasp updated market dynamics and trends, and know how your business can be involved
- To gain the latest information of supply, demand and sales of various sugar and sweetener products in China to enlarge your business
- To analyze the impacts of new governmental policies and legislations; to win the competition and minimize investment risks
- To know the intelligence of enterprises in China for seeking partners
- To keep track of your competitors' actions in China and win the competition
- To pay close attention to consumers' taste, etc. for developing new products

### Who needs to subscribe?

- **Sugar and sweetener manufacturers** looking forward to entering Chinese sugar and sweetener market or producing sugar and sweeteners products permitted to be used in China
- **Investors** planning to invest in Chinese sugar and sweetener industry
- **Analysts and consultants** trying to gain insight into the world's fast-growing market of sugar and sweetener products
- **Raw material suppliers**
- **Sugar and sweetener trading companies** targeting Chinese sugar and sweetener market
- **Distributors** wishing to keep up with the trend of China's sugar and sweetener market
- **Equipment suppliers** targeting China with high-quality production and processing machinery and lines, and testing and quality control systems
- **Research institutes** expecting to know the market development of sweeteners

Help you better understand  
and follow governmental policies in time

## Methodology

### ➤ Telephone interview

Calling production bases, producers, traders, distributors, end-users, associations, and government, etc. to gain first-hand information;

Establishing long-term cooperative relationships with relevant domestic companies, including producers, traders, end users, etc. CCM would provide them free advertisement or free intelligence, and they offer the latest information on prices and company strategies in return.

### ➤ Face-to-face interview (site visit)

Carrying out face-to-face interviews with experts; taking down the content and make in-depth analysis & comment. Before the interview, CCM would clearly line up the topics. Introduction to the development of a well-known enterprise is also available. CCM can establish friendly relations through interviews with experts and establish long-term cooperation relationship.

### ➤ Database

Purchasing data on production and consumption, import and export for the past five years from CIQ, associations and other organizations to create a database about the prices of sugar and sweetener products.

### ➤ Internet

Registering to be a member of those authoritative, professional and well-known websites, to obtain the information available to members only.

Using internet resources to discover new sugar and sweetener products, updated company dynamics, latest events, new policies and so on.

### ➤ Expert consulting

Establishing long-term friendly relationships with experts in the industry via payment or information exchanges, and they would termly send stories to CCM.

### ➤ Exhibition

Attending some exhibitions to obtain updated information on new line openings, new technologies, new equipment launches, new company development and so on.

### ➤ Investigation

Making investigations into some companies; analyzing the trends of production and consumption.

## What will you have?

- PDF newsletter delivered monthly
- 12 months per subscription period
- Professional solutions to query related to China's sugar and sweetener products.
- Guaranteed breaking news

## Breaking News guaranteed

**CCM** guarantees to beat the trade press with every story, or your money back.

## Fast and convenient

**Sweeteners China News** is sent to you as a PDF document by email, ensuring that you can receive each issue as soon as it's published.

## Major newsletters from CCM

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- Corn Products China News
- Crop Protection China News
- Insecticides China News
- Fungicides China News
- Herbicides China News
- Glyphosate China Monthly Report
- Seeds China News
- Titanium Dioxide China Monthly Report

**Help you seize the thoughts and likes of consumers**



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