

MSU Product Center

For Agriculture and Natural Resources

Funding: USDA Rural Development Cooperative Service Market Advisor: The Hale Group

[Use of this material is subject to caution.](#)

Sucralose - Overview

Products included in the product line

- Sucralose is a no-calorie sweetener made from sugar cane and sugar beets. It can be used as a substitute for sugar in a wide range of products and applications. Splenda is the trade name for most products made with sucralose.

General market trends and information

- The market potential for sucralose products is high. Sucralose is a natural sugar substitute. One of the advantages of sucralose is that consumers use it in place of other sugar substitutes. It is not adversely affecting the sugar market itself.
- The decline in cooking skills and the time it takes to cook desserts and other sweet products means that the demand driver of convenience works against sucralose for home consumption. However, more and more prepared food products use sucralose.
- While sucralose (Splenda) is available for home consumption, it appears that the largest market will be in manufactured foods and beverages. This means that price will be an important consideration.

New product trends

- There have been very few product introductions of sucralose products. This may be due to patents or to the fact that sucralose is used as an ingredient in manufactured food and beverage products.
- Sucralose products are well suited for foods geared towards dieters and people with diabetes.
- This is a product that is still developing markets.

Manufacturing and distribution issues

- The supply chain for sucralose is fairly well established. However, there are alternatives, such as gourmet stores and health food stores that may have potential.
- Food manufacturers will be focused on obtaining sucralose at the lowest price.

Overall assessment of opportunities

- There are broad opportunities for sucralose and sucralose products that appeal to the demand driver of wellness. There are also some opportunities for products that appeal to the demand drivers of convenience, ethnicity and indulgence. There are few opportunities for new products that appeal to the demand driver of value.

Sources

Mintel. Sugar and Sweeteners.

_____. Global New Products Database.