

25-Oct-2012

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Special Edition: What next for natural sweeteners?

If Reb-A was once the only game in town, the stevia market is now becoming much more complex, with novel blends of steviol glycosides gaining momentum and attention moving beyond zero-calorie formulations to more gradual sugar reductions. But stevia is facing some stiff competition from monk fruit, while the science is also building around monatin and brazzein. Meanwhile, novel natural sweeteners from oats are also gaining ground. In this FoodNavigator-USA special edition, we assess the size of the prize in the natural sweeteners market and explore what's next in the innovation pipeline.



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Beyond stevia: Will brazzein make the natural sweeteners premier league?

The entrepreneur behind Cweet - a natural high-intensity sweetener from a protein called brazzein- says he expects to secure regulatory approval to sell it in the US in one to two years.

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What's the next stevia? Senomyx evaluates novel natural sweeteners

San-Diego-based flavor innovator Senomyx is screening a series of novel plant-based high-potency natural sweetening compounds in a bid to find the next stevia, monk-fruit or monatin. [Read](#)

Novel oat-based sweetener rides crest of non-GMO wave

The first wave of products containing a new natural sweetener from oats called OatSweet have hit shelves in the US, and the firm behind it is now in talks with leading food and beverage manufacturers about incorporating it into everything from ice cream to breakfast cereal. [Read](#)

Cargill builds science for new high-intensity Monatin sweetener

Extracts from the South African plant *Sclerochiton ilicifolius* are amongst the 'most potently sweet naturally occurring substances known', report scientists from ingredients giant Cargill.

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Monk fruit launches gain momentum while stevia cools off

There is a new challenger in the no cal alternative sweetener space. Stevia may still be king, but monk fruit is building its own power base. [Read](#)

Tate & Lyle: Expect a significant uptick in monk fruit launches in six months

There will be a "significant uptick" in US product launches containing Purefruit in the next six months, while the monk fruit-based sweetener is also moving towards price parity with stevia on a cost-in-use basis for many applications, claims Tate & Lyle. [Read](#)

Monk Fruit In The Raw takes on Nectresse in tabletop sweetener battle

Cumberland Packing Corp is going head to head with McNeil Nutritionals' new Nectresse tabletop sweetener with the launch of zero-calorie natural sweetener Monk Fruit In The Raw. [Read](#)

Forget diet soda, stevia 3.0 is all about 're-inventing the regular', says PureCircle

Food manufacturers are increasingly seeing stevia as a way to "reinvent the regular" by helping them deliver incremental calorie reductions in everyday foods, rather than simply serving as a replacement for artificial sweeteners in 'diet' products, says PureCircle. [Read](#)

Formulating with natural sweeteners: 'There is significant interaction between steviol glycosides and flavors'

While the latest blends of steviol glycosides do not have the same bitter, licorice and lingering off-notes associated with some earlier stevia extracts on the market, some still contain "noticeable off-tastes compared to sugar", says flavors giant Givaudan. [Read](#)

Shakeout foreseen on supply end of stevia market

The popularity of stevia as an alternative sweetener has unleashed a blizzard of competition to supply the ingredient, mostly from mainland China, raising the question of whether the market is becoming unbalanced on the supply end. [Read](#)

Quality of stevia products 'assured', says new analysis

The addition of steviol glycosides to a variety of food does not alter the quality or shelf-life of the products, says a new study. [Read](#)

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