

Big demand for zero-calorie beverages

From soft drinks to seltzers, consumers are increasingly reaching for refreshment without added sugars.



Zero-sugar beverages bubbling up¹

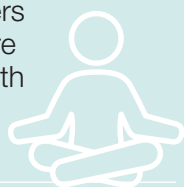
\$3.3 billion
global market (2023)

↑ 14.7% CAGR
projected growth (to 2033)



Health & wellness driving growth, innovation

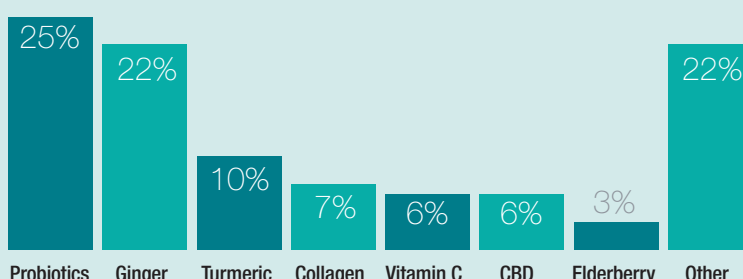
6 in 10 consumers say beverages are important to health & wellness⁴



Reducing sugar ranked #1 approach to improving processed F&B nutritional profile⁵

Ingredients generating buzz:⁶

(Share of voice among functional beverage conversations)



Reformulating & rebranding refreshment



From “diet” to ZERO SUGAR

“Younger people don’t like the word ‘diet.’ No Gen Z wants to be on a diet these days.”⁷

Greg Lyons, PepsiCo Beverages North America CMO

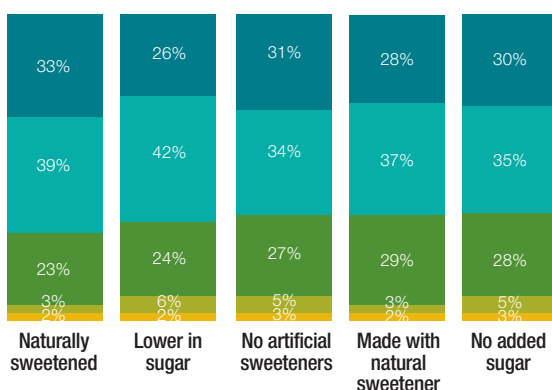
2x

Shoppers **>2x as likely** to seek out “natural” sweeteners over “artificial” (44% vs. 21%)⁸

Sweetener claims have a neutral-to-positive purchase impact⁹

especially natural claims

- More likely
- Somewhat more likely
- No difference
- Somewhat less likely
- Less likely



3 in 5 consumers say the top 5 claims increase their purchase likelihood

Reach zero-added-sugar, deliciously

EverSweet®
Stevia Sweetener

EverSweet® stevia sweetener

Reb M sweetness, produced more sustainably via fermentation, delivers up to 100% sugar replacement without bitterness.

EverSweet® + ClearFlo™
Stevia Sweetener + Natural Flavor

EverSweet® stevia sweetener + ClearFlo™ natural flavor

Cargill’s next-generation sweetening system delivers enhanced sweetness & sensory performance, together with dramatically improved solubility.

ViaTech®

ViaTech® stevia leaf extract

Our most advanced leaf-based sweetener enables sugar reductions of 50% or more.

Zerose®
Erythritol

Zerose erythritol

A non-artificial, zero-calorie bulk sweetener with sugar-like taste & functionality. Complements high-intensity sweeteners like stevia.

From teas to energy drinks to CSD’s, Cargill can help you create groundbreaking zero-sugar beverages.

[LEARN MORE](#)

EverSweet® is a product of Avansya, a joint venture of DSM and Cargill.

SOURCES:

¹ Future Market Insights. “Zero-Sugar Beverage Market to Surpass US\$13,1506 Million by 2033 as Demand for Natural Sweeteners Burgeons Worldwide.” April 27, 2023.

² Cargill TrendTracker, 2022. Total food & beverage; “Extremely,” “Very Likely” responses.

³ FMCG Gurus. “Non-Alcoholic Thirst. Non-Alcoholic Beverage Consumption in 2022.” May 25, 2022.

⁴ The Hartman Group, cited in SupplySide Intensive webinar, “Beverage Formulation Opportunities for Today’s Rapidly Changing Market.” August 31, 2023.

⁵ Cargill TrendTracker, 2023.

⁶ Evergi Research. “Trending Ingredients in Functional Beverages.”

⁷ Food & Beverage Insider. “‘Zero Sugar’ Soda Branding Driving Sales.” July 27, 2022.

⁸ IFIC. “Consumer Survey: Public Perceptions of Dietary Sweeteners.” May, 2023.

⁹ Cargill. Sweetener Claims & Kids’ Research, 2022.

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