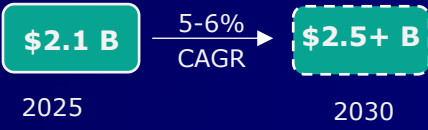


# From Guilt to Growth with Rare Sugars: Unlocking a \$2.5+ Billion Market by 2030

## Rare sugar market:



### In 2025

1 in 9 adults has diabetes



1 in 5 adults is obese



### In 2030

1 in 9 adults will be diabetic



1 in 4 adults will be obese



## Key drivers to transition from regular sugar:



### Sugar tax

115+ countries impose tax on SSB<sup>1</sup> and HFSS<sup>2</sup> foods



### Promotion bans

Buy 1 get 1 free price promotion curbed & marketing limits imposed



### Reformulation targets

≥10% reduction in sugar content of HFSS F&B



### Food Labeling

Color-coded food labels (red, amber, green) to indicate sugar, fat & salt content

## Rare sugars vs. *other alternative sweeteners*

**Low calorie bulking agent**  
E.g., Xylitol, sorbitol, erythritol

**Fibre-based sweetener**  
E.g., Inulin, FOS

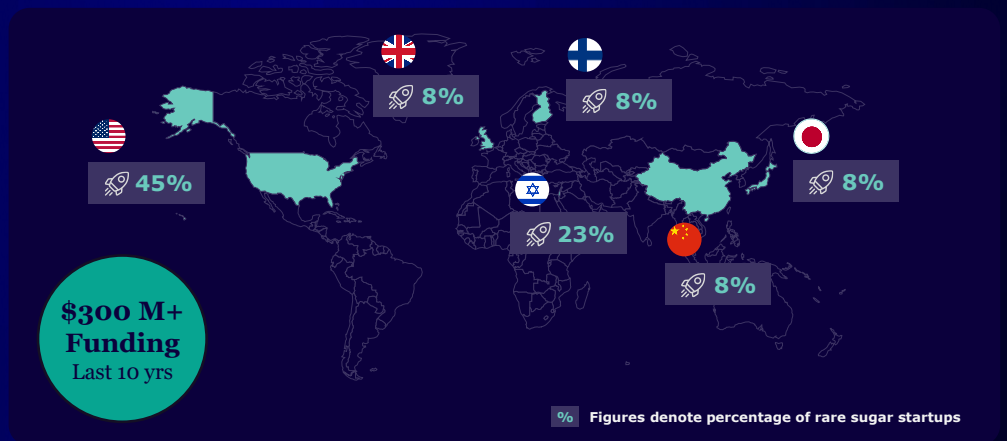
**Naturally occurring sugars**  
E.g., Allulose, tagatose

**Plant-derived proteins**  
E.g., Brazzein, thaumatin

**Zero calorie synthetic and natural sweetener**  
E.g., Stevia, sucralose



## Rare sugars *startup hubs*



## Opportunity for *F&B players*

**Clean label reformulation**  
Meet BFY demand without compromising taste.

**Future-proof against regulations**  
Stay ahead of sugar taxes, and HFSS ad bans.

**Premium health positioning**  
Differentiate in functional, diabetic, and low-GI segments.

**Accelerate innovation**  
Partner with rare sugar startups to co-create

To schedule a 45-min complimentary analyst briefing, visit [www.futurescalex.com](http://www.futurescalex.com) or email: [contact@futurescalex.com](mailto:contact@futurescalex.com).