

THE GLOBAL AND KSA  
**SUGAR MARKET STUDY**

REPORT COMPILED BY EUROMONITOR INTERNATIONAL FOR SAUDI  
AGRICULTURAL AND LIVESTOCK INVESTMENT COMPANY

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## Sugar types according to sources of raw material



### Cane Sugar

**95.1%** of global sugar exports in volume terms  
Average price **USD 640** per tonne (2023)



### Beet Sugar

**4.9%** of global sugar exports in volume terms  
Average price **USD 871** per tonne (2023)

## Types of sweeteners covered in this study



Sugar  
(Sucrose)



Natural  
Sweeteners



Artificial  
Sweeteners

# Global trends of sugar market: stagnant demand, rising exports, and market shifts

Global trends of sugar market



## Sugar consumption tightens

WHO's recommendation to limit added sugar intake influenced government regulations, media, and consumer behaviour against sugar. This, along with the rise of alternative sweeteners, and biofuel production, has led to stagnated sugar demand (**average annual growth rate of consumption dropped to 0.04% from 2012 to 2022**).



## annual growth rate

**dropped to 0.04% from 2012 to 2022**



## Liberalisation impact on sugar volatility

Since the early 1990s, the global sugar market has liberalised, reducing government intervention and aligning with free market principles. This has led to **export concentration in major producing countries**, making **sugar prices more sensitive** to weather-related developments.



## sugar prices

**are more sensitive to weather related conditions**



## Cane sugar dominates global output

Sugar production rose in 2022 (reaching 186 million tonnes), driven by increases in Brazil, China and Russia.

Despite the end of EU sugar quotas and subsidies, the **80%-20% split between cane and beet sugar production remained constant**, while the value split averaged 72% due to higher production costs for beet sugar.



## rise of sugar production in 2022

**driven by increases in Brazil, China & Russia**



## Sugar exports continue to grow

Despite stagnant global sugar production between 2012 and 2022, **volume of sugar exports grew at an average annual rate of 1.6%**, driven by concentration of exports and fragmentation of imports. Raw sugar exports increased due to lower shipping costs, making on-site refining more economical for major consuming countries.

Natural and artificial sweeteners outpaced sugar exports, growing at CAGRs of 5.1% and 2.6% respectively over 2012-2022.



between  
2012  
2022

**volume  
sugar**

**exports  
grew at  
annual  
average  
of 1.6%**

natural &  
artificial  
sweeteners

**grew at  
CAGRs  
5.1% &  
2.6%**

# Global movement towards consolidation and greenfield investments

## Operational challenges



- Challenges include climate changes, increasing logistics costs, limited financial and technical resources.
- Export sales rely on source markets.
- Maintain proper storage conditions.

## Investment challenges



- Policy uncertainty, fragmented landscape, and the need for capital investment the different value chain stages.
- Burdensome regulations and the rise of private labels add further challenges for investments and pressure on profitability.

## Global movement to overcome challenges



- Vertical integration with farmer's groups into cooperatives.
- Investment in fleets and JIT (just in time) systems.
- Greenfield and brownfield investments in "integrated sugar plants" expanding their presence in both sugar and biofuels sectors.
- Export sales increasingly rely on trading houses/GTCs, and private label investments often involve exclusive supplier agreements.

# The 10 largest exporters account for 80% of global sugar exports

Top 10 global sugar exporters at a global level, tonnes (2017-2023)



Average annual exports (million tonnes) **0.7** ————— **26.4**



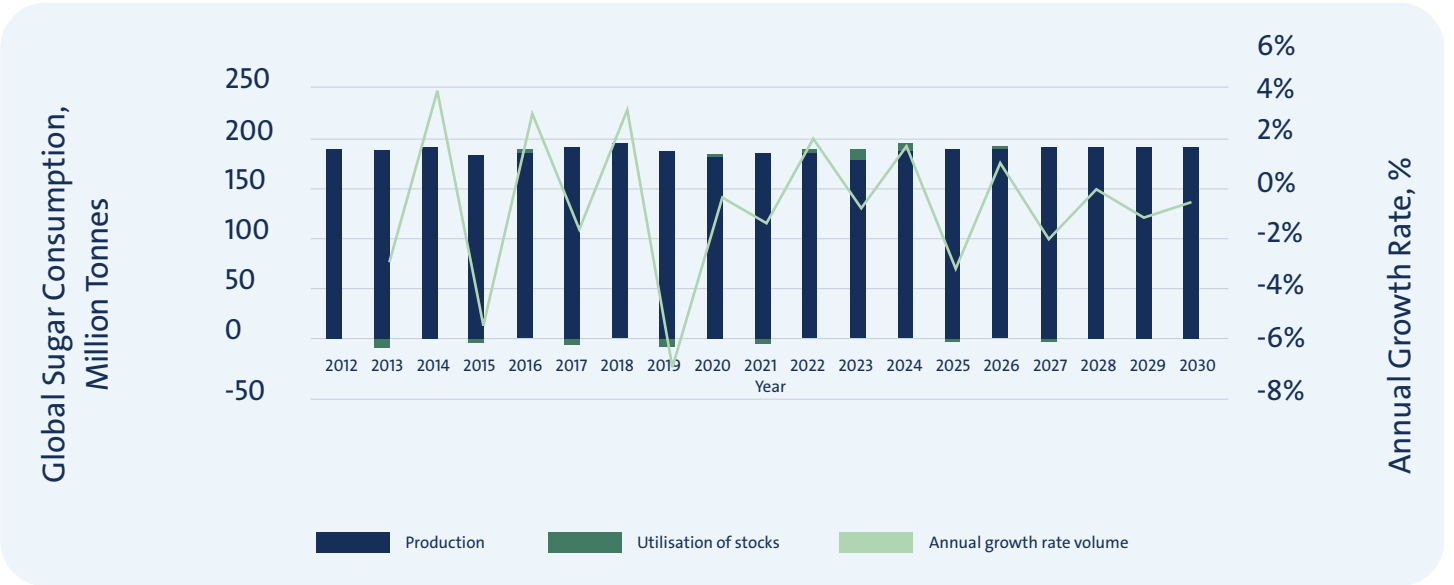
**65.3 mn** Global Sugar Exports, Tonnes (2023)



**42.6 bn** Global Sugar Exports, USD (2023)

# Slow growth in sugar demand is expected to continue 2030

Global market size in volume terms (2012-2030)



**188,000,000 tonnes**  
Market size globally, 2023



**- 0.3 %**  
CAGR (2012/2023)

KSA sugar market size in volume terms by source (2012-2030)



**840,000 tonnes**  
Market size in KSA, 2023

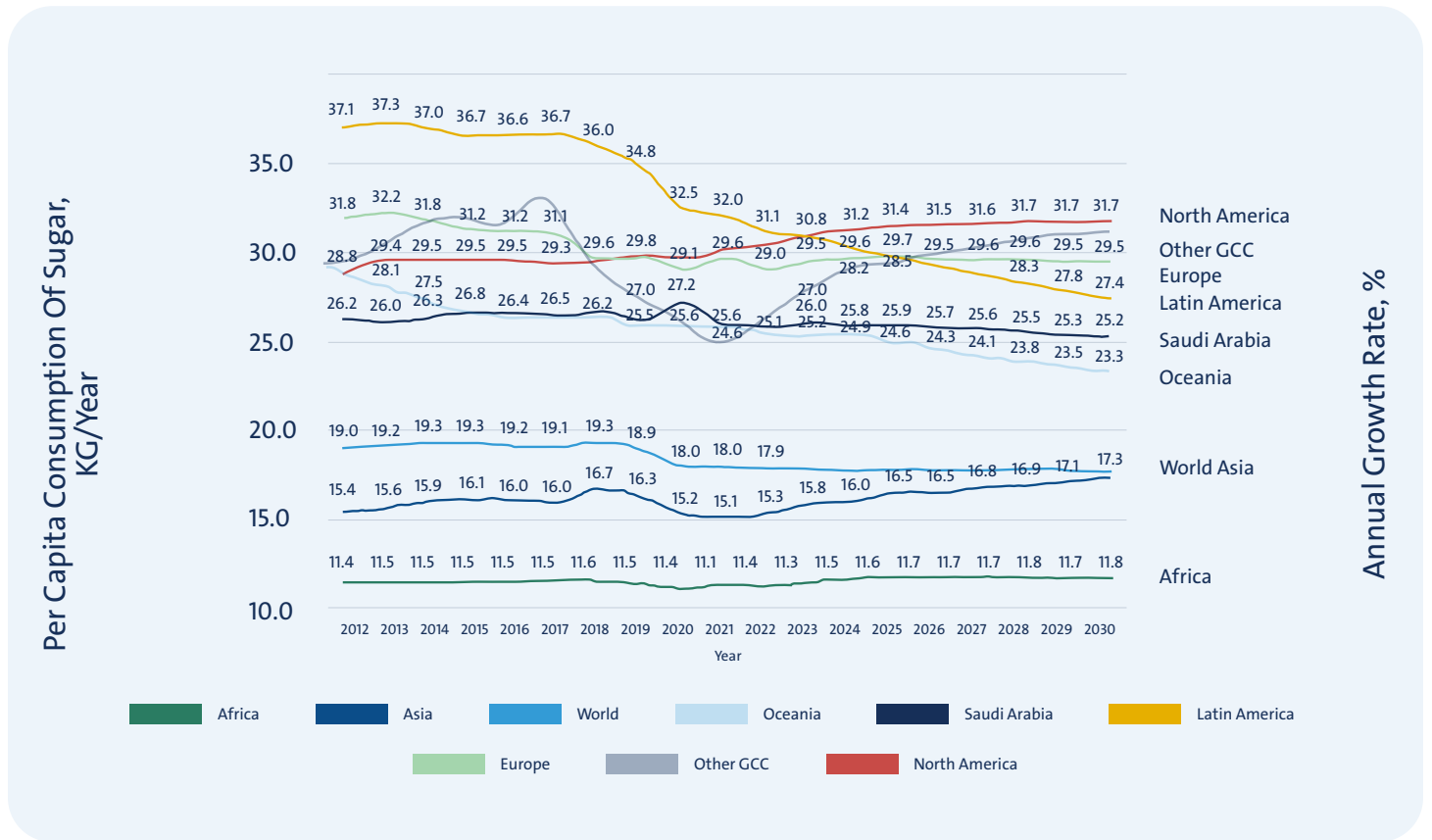


**1.1 %**  
CAGR (2012/2023)



# Growing awareness of sugar’s health risks impacts intake

Per capita consumption of sugar by region (2012-2030)



## Per capita consumption in 2023

**Global**

**17.9 KG**

**-0.1% CAGR (2023/2030)**

**KSA**

**26 KG**

**-0.5% CAGR (2023/2030)**

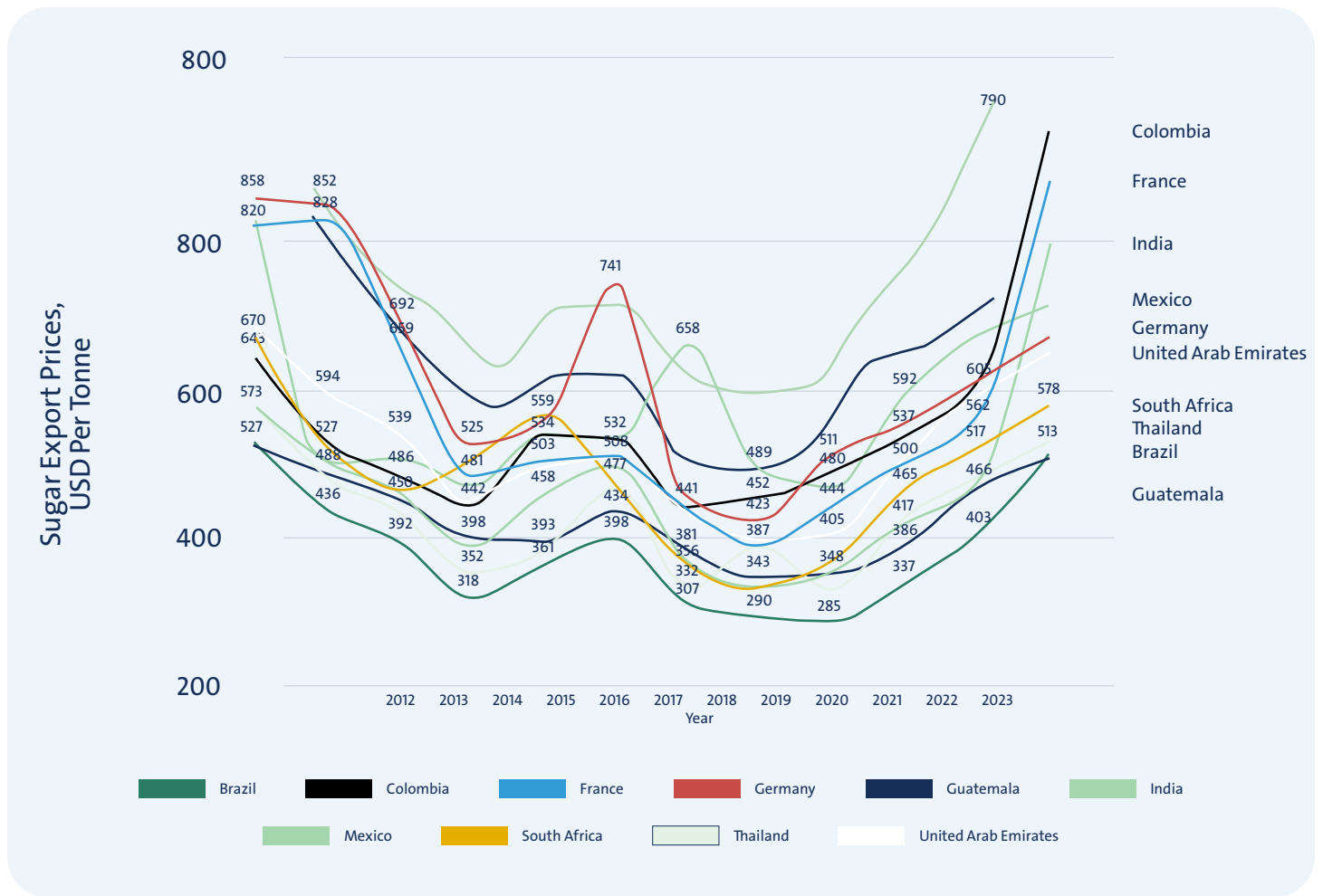
**Other GCC**

**27 KG**

**1.5% CAGR (2023/2030)**

# The price competitiveness of the three largest sugar exporters has supported their gains of market share

Sugar export prices for the world's top 10 exporters (2012-2023)



- **Brazil, Thailand and India show low sugar export prices**, due to **low production costs of sugar** in these countries, although India displayed rising prices in 2023 as supply availabilities dwindled due to the government’s restriction on sugar exports.



- The low prices of these major producers is the result of success of government policies to support **development and competitiveness** of their sugar sectors, as well as the sourcing from domestically-grown cane, which has allowed them to gain and/or preserve market share at a global level.



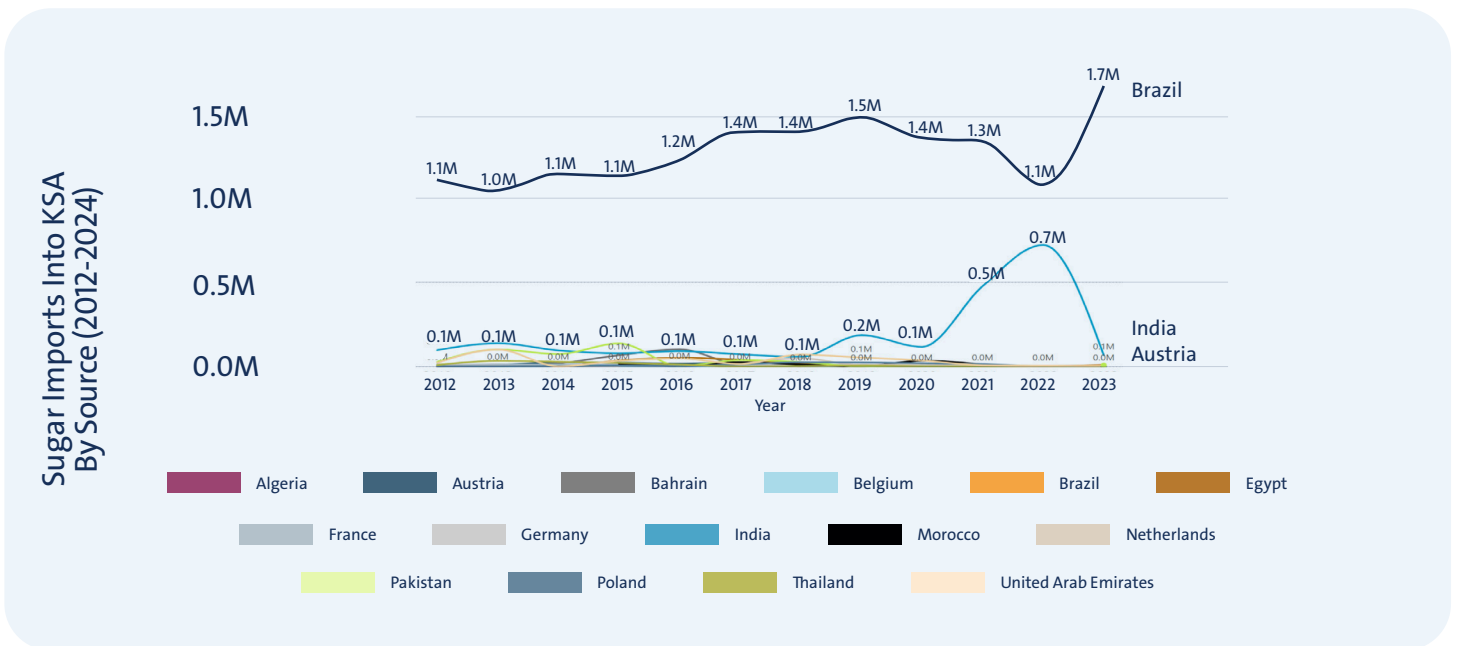
- Guatemala and Colombia rank as comparatively **low-cost producers** whose relative competitiveness varies with the exchange rate of their currencies against the US dollar.



- **European producers** rank amongst those with **highest export sugar prices** (reflecting the higher production costs for beet sugar that is grown in EU countries), along with Mexico (whose sugar industry is geared mainly towards the domestic market, while also lacking efficiency and investment on technology).

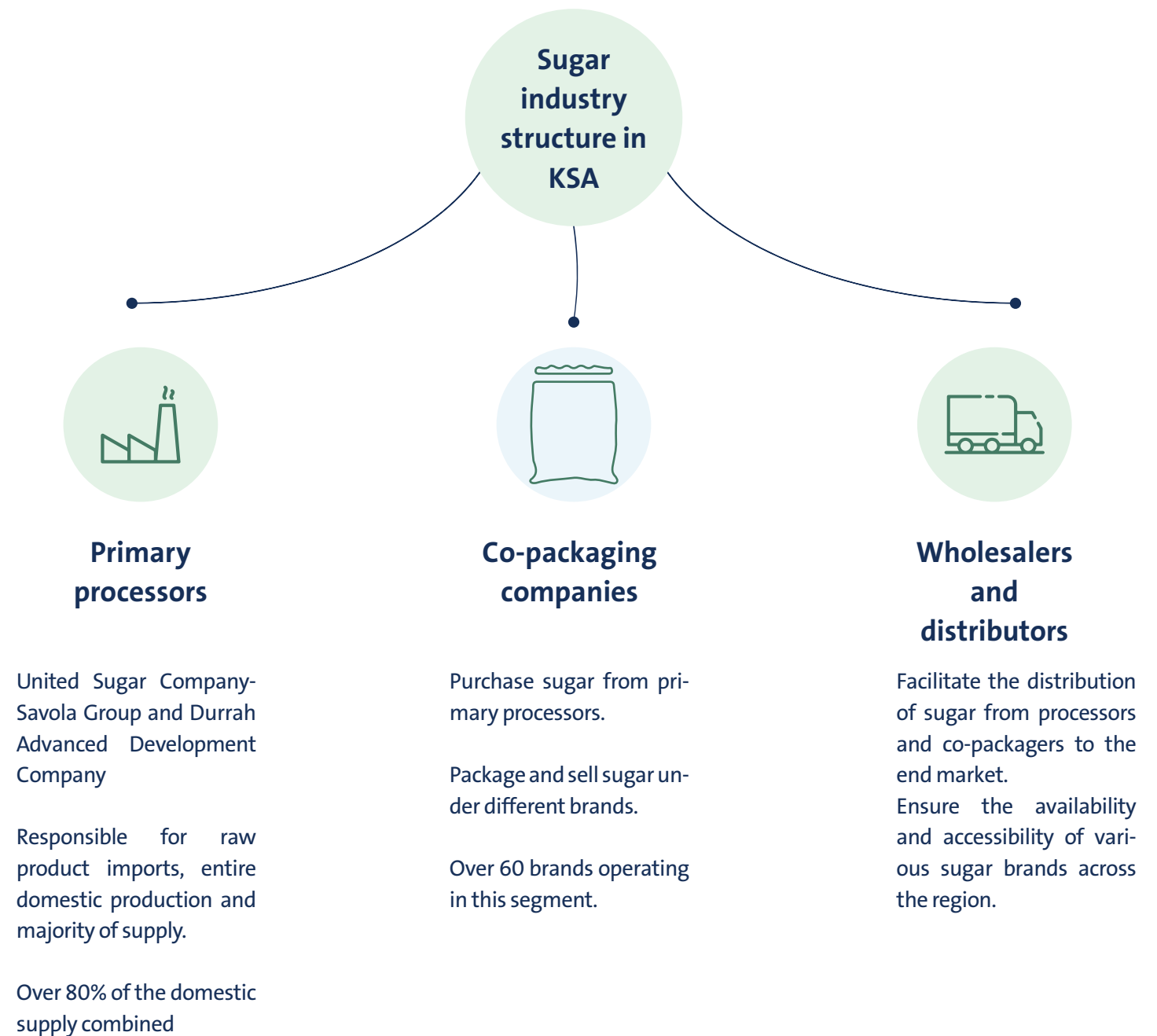
## Brazil and India remain key suppliers of raw sugar to KSA

Sugar imports into KSA by source (2012-2024)



# The KSA market has a highly concentrated production, which is a risk

- The sugar industry in KSA is **highly concentrated**, with two main processors controlling most of the production and supply.
- Yet, several brands in the local market have **co-packaging arrangements** with processing companies.
- **Wholesalers and distributors** are key in ensuring these brands are available in the market.



**THANK YOU!**