

Ingredient Sector: [Sweeteners](#)

Market Review: Evaporated Cane Juice

Evaporated cane juice (ECJ) is a higher-color, first-strike sugar manufactured by cane sugar producers. Its production process may be the reason why some consumers consider it a more “natural” or less processed sugar, which in turn influences the types of product for which ECJ is chosen as an ingredient.

In this market review, we explain what ECJ is and how it is produced. We look at the U.S. supply situation, including domestic suppliers, and compare pricing dynamics between ECJ and other sugar types. We explore ECJ demand in the U.S., touch on trends that may impact its demand internationally, and analyze market potential. Purchase of the study includes an hour consultation with a McKeany-Flavell market expert to present the study and for Q&A (instructions for setting up the consultation may be found at the end of the study document).

Study Contents:

- What Is ECJ?
- ECJ Production Process
- U.S. ECJ Supply
- U.S. ECJ Suppliers
 - Supplier Market Share
 - Supplier Profiles
- U.S. Demand for ECJ
 - Consumer Perception
 - Annual ECJ Market Volume
 - Demand by Market Share
- ECJ Competitor: Organic Sugar
 - Annual Organic Sugar Market Volume
- ECJ Pricing
 - Pricing Factors
 - Historical Price Comparison: ECJ vs. Other Sweeteners
- International Market for ECJ
 - Europe
 - Canada
- Conclusion: Market Potential