

Ingredient Sector: [Sweeteners](#)

Market Review: Brown Rice Syrup and Competing Non-GM Sweeteners

Brown rice syrup has become a popular non-biotech sweetener option due to its affordability. Brown rice syrup and tapioca syrup are often competing alternative sweeteners; both offer sweetening and thickening functionalities. Rice syrup is produced mainly in Asia, where rice is widely available and industrial sweetener production is established. Demand for rice syrup in the United States has grown tremendously, increasing from roughly 20 million pounds in 2008 to over 58 million pounds in 2015.

In this market review, we compare brown rice syrup to competitive alternative sweeteners, looking at suppliers and trade volume. 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).

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