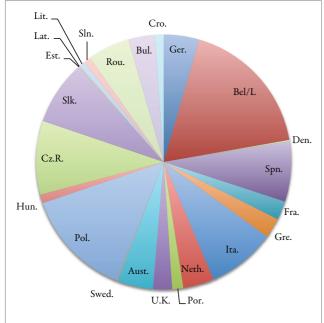
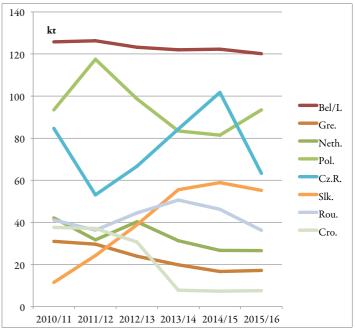
Graphic 3.5: Distribution of apparent isoglucose consumption by EU member country (%)







Source: Stratégie grains

Source: Stratégie grains

one country that incorporate this component in their products, by contrast to use by the persons themselves who can indirectly consume isoglucose through products such as soft drinks for example manufactured in other countries.

Apparent isoglucose consumption is headed sharply down in Croatia, the

Netherlands, Romania and Belgium. Meanwhile, despite a downturn in 2015/16, it is moving up in Slovakia and the Netherlands (see graphic 3.6).

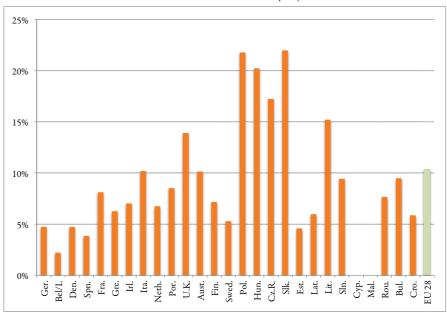
3.3. What prospects for isoglucose consumption in the EU?

Isoglucose consumption patterns in the EU are going to depend on the ability of the consuming industries to make a transition from crystallised sugar (sucrose) to isoglucose. That in turn will depend on the competitiveness of isoglucose against sugar as well on the willingness of users to revamp their supply chain, i.e. change contracts with their usual sugar suppliers, sign contracts with new suppliers and establish regular supply relationships. Finally, isoglucose consumption prospects are also going to depend on the ongoing debate (not to say polemics) on the health impact of isoglucose.

The soft drinks industry (sweetened, alcohol-free beverages) represents a considerable share of isoglucose use in the EU; based on CANADEAN's statistics, we estimate that the share of sweetened beverages in aggregate isoglucose consumption is at least 35%. That share has been steady since 2010. On average for the EU, isoglucose use in soft drinks (see graphic 3.7) amounts to only 10% of the total "sugar (sucrose) + isoglucose", but that percentage exceeds 90% in the

USA. Given the magnitude of the soft drinks sector for isoglucose use and the potential for increased isoglucose incorporation in such beverages, a study of the ability of that sector to increase its isoglucose use is paramount to make any

Graphic 3.7: Isoglucose share in total "sugar (sucrose) + isoglucose" in soft drinks (kt) in 2014



Source: Stratégie grains based on Canadean and UNESDA data

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