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Whole Earth Launches Natural Allulose Sweetener in Australia

28 August 2026 | News

Sugar is shaping up as the next category to go through a renaissance, following in the footsteps of gluten-free, plant-based, and protein-forward health trends

Whole Earth launched its Allulose range in Australia, introducing a 100 per cent natural, low-calorie sweetener that performs similarly to regular sugar. This launch comes as recent research from the Australian Bureau of Statistics shows we are consuming significantly less sugar in our diets. There has been a consistent shift away from sugar-sweetened foods and drinks toward non-sugar-sweetened and unsweetened varieties, with more Australians opting for naturally derived, sugar-free options.

Across restaurants, supermarket aisles and dining tables, a natural sugar-free trend is emerging, and one that's gaining real momentum toward change, with the local sugar-free food and drink market tipped to grow substantially over the next decade. The goal for consumers isn't to cut foods they love, but to swap to a better-for-you version that delivers on taste and texture.

According to Whole Earth Ambassador and Mood Boosting Nutritionist Malissa Fedele, this is a shift she's noticed taking shape for a while now. "People still want food that's enjoyable as part of a balanced diet. But they are also paying more attention to high-quality ingredients that are nourishing and leave them feeling satisfied."

Sugar is shaping up as the next category to go through a renaissance, following in the footsteps of gluten-free, plant-based, and protein-forward health trends. The appeal spans a broad range of consumers, from cooks looking for a natural

sugar-free substitute, to parents wanting to reduce added sugar intake in their kids' diets, to anyone looking to cut back on calories without sacrificing on taste.

Whole Earth is meeting this next change head-on with its Allulose range. As a naturally occurring 'rare sugar' found in small amounts in foods like figs, raisins, maple syrup, and molasses, Allulose offers several key benefits:

Key product features

Zero sugar

100 per cent natural

Contains just three calories per serving

Non-GMO, gluten-free, keto and vegan-friendly

Performs similarly to regular sugar in cooking and baking, while delivering on taste and texture

Blood sugar fluctuations are often assumed to affect only people managing diabetes, but according to Malissa, "they can affect anyone, showing up as energy crashes, brain fog, mood swings, irritability and cravings. Keeping blood sugar more stable helps support more consistent energy and mood throughout the day."