

Global Stevia Market Size study, by Extract Type (Liquid Extract, Powder Extract, and Leaf), Application (Dairy Food Products, Bakery Products, Dietary Supplements, Beverages, Packaged Food Products, Confectionery Products, Snacks, Table Top Sweeteners, and Others) and Regional Forecasts 2021-2027

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Abstracts

Global Stevia Market is valued approximately USD 0.64 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 9.35 % over the forecast period 2021-2027. Stevia is also known as Stevia rebaudiana. Rebaudioside A (Reb-A), a highly refined stevia leaf extract, is used to make stevia products. Stevia includes natural sweeteners and is extensively utilized in the manufacture of a variety of culinary products. Stevia's market expansion is being driven by rising demand for low-calorie food items. This is due to the rising incidence of obesity and other health problems. Rising number of health-conscious consumers throughout the world, combined with consumer acceptance of a healthy lifestyle, is projected to drive market expansion. Stevia's market development is projected to be aided by rising demand for natural plant-based sweeteners. Rising consumer knowledge of the health advantages of stevia-based products (such as aiding in blood sugar control) and consumption of low-calorie products is also contributing to market expansion. According to the World Health Organization, more than 1.9 billion individuals aged 18 and over were overweight in 2016. Over 650 million of these people were obese. According to a 2020 Food and Nutrition Journal article, stevia awareness ranged from 8% to 35%, with a good perception of stevia (57 % – 87 %) and acceptance of stevia as a “natural” product (48 % – 86 %) across nations. However, stringent regulations regulating the use of stevia as a culinary component, as well as price fluctuations in stevia leaf as the availability of

stevia leaves is affected by seasonal variations and crop production hinders the growth of the market over the forecast period of 2021-2027. Also, diabetes is becoming more prevalent, and the use of stevia in beverages and packaged foods is rising is likely to increase the market growth during the forecast period.

The geographical analysis of global Stevia market is segmented into the following major regions Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share attributing to the growing awareness regarding the health benefits of stevia, adoption of healthy lifestyle by the people and growing use of stevia in end use industries. Whereas, Asia-Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027. Factors such as rising disposable income, increasing of sweetener industry, and investment by various multinational companies in the stevia market would create lucrative growth prospects for the Stevia market across Asia-Pacific region.

Major market player included in this report are:

Nestle S.A.

The Coca-Cola Company

PepsiCo Inc.

Cargill Inc.

Evolva Holding S.A.

PureCircle Ltd.

Stevia Corp.

Ingredion Inc.

GLG Life Tech Corp.

Tate & Lyle Plc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Extract Type:

Liquid Extract

Powder Extract

Leaf

By Application:

Dairy Food Products

Bakery Products

Dietary Supplements

Beverages

Packaged Food Products

Confectionery Products

Snacks

Table Top Sweeteners

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Stevia Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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