

# Market Research of Stevia Industry in China

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## Abstracts

As the largest supplier of stevia sweetener in the world, China witnessed significant changes in its production of stevia sweetener during 2008-2012. In 2008-2010, the capacity dramatically increased by almost three times compared with that in 2008 with a CAGR of about 93.0%. So did the output, increasing by about 66.0% compared with that in 2008 with a CAGR of 29.0%. But the situation took an unexpected turn after 2010, when the output decreased by about 19.0% in 2012 compared with that in 2010 while the capacity stayed relatively stable. What reasons led to these changes? How went the leading companies' financial situation during these years? What were the following measures to cope with the tremendous changes? Are there still opportunities in China's stevia sweetener industry?

The changes in the stevia sweetener market affected its main raw material supply, stevia, in these years. The planting area decreased by about 73.0% in 2010-2012, as well as the output and consumption in China. Would it be better for farmers to keep on planting stevia or change for other cash crops? What's the current planting cost of stevia in China? How is the future development trend of stevia planting in China? This report brings the detailed answers to those questions and explains the distribution of stevia planting as well as the main planting species of stevia in China.

Although China is the largest supplier of stevia sweetener worldwide, the consumption in the domestic market is small, about 20.0% of the total output is consumed in China. However, it grew relatively stability with a CAGR of 4.9% in 2010-2012. The stevia sweetener is commonly used in the food and beverage industry, which accounted for 80.0% in 2012. But its growth rate has been low during the past few years. What application fields will be the most promising in the future? What's the future trend of stevia sweetener's consumption in China? Is there a possible cooperation with stevia sweetener end users in each application field? The report will give you the keys to answer those questions.

In order to reveal the answers and figure out the current situation of stevia industry and its related industries in China, CCM carried out deep investigations through diverse channels, such as governments, experts, third parties and others. Eventually, the findings are presented based on CCM's insights. The highlights are as follows:

Stevia bushes' growth situation in China

Analysis of the supply chain

Stevia planting in China (2010-2012)

Stevia leaf output and consumption in China (2010-2012)

Forecast on Chinese stevia planting in the future

Business model between farmers and stevia producers

Stevia planting cost

Supply and demand for stevia sweetener in China

Capacity and output of Chinese stevia sweetener (2010-2012)

Major producers of stevia sweetener with capacity and output 2010-2012

Leading manufacturers (Sunwin, GLG and PureCircle) (financial situation and future measures)

Cost analysis of Reb A90% and 95% stevia sweetener

Market price of Reb A90% and 95% stevia sweetener (2008-2012)

Production technology of stevia sweetener

Consumption of Chinese stevia sweetener (2010-2012)

Consumption situation in major downstream industries

## Forecast on the stevia sweetener industry

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### COMPANIES MENTIONED

GLG Life Tech Corporation  
PureCircle (Jiangxi) Co., Ltd.  
Sunwin Stevia International Inc.  
Ganzhou Julong High-tech Industrial Co., Ltd.  
Hangzhou Wahaha Group Co., Ltd.  
Harbin Pharmaceutical Group Sixth Pharmaceutical Factory

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