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Global Stevia Market: Size, Trends & Forecasts (2017-2021)

https://marketpublishers.com/r/G2282F20F62EN.html
Date: June 2017
Pages: 67
Price: US$ 800.00 (Single User License)
ID: G2282F20F62EN

Abstracts

SCOPE OF THE REPORT

The report entitled “Global Stevia Market: Size, Trends & Forecasts (2017-2021)”, provides analysis of the global stevia market, with detailed analysis of market growth rate, value, market share and volume. The brief analysis of B2B purity stevia market is also provided in the report.

Furthermore, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global stevia market has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Tate & Lyle, PureCircle Ltd., Cargill and GLG Life Tech are some of the key players operating in the global stevia market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

COMPANY COVERAGE

Tate & Lyle

PureCircle Ltd.

Cargill

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GLG Life Tech

EXECUTIVE SUMMARY

Sweeteners are the alternatives of sugar and are low in calories in comparison. Sweeteners are now more preferred over consumption of sugar, as the latter leads to many health issues such as high blood pressure, heart problems, diabetes, etc. Asparteme, cyclamate, saccharin, stevia, sucralose, mogrosides, high fructose corn syrup, etc. are few types of sweeteners currently available in the market.

Out of all sweeteners, Stevia is the most accepted natural sweetener as it is low in calorie. Stevia is widely popular and is offered in various forms such as stevia extracts, fresh stevia leaves, liquid concentrates and dried leaves. Stevia sweetener comprises of many advantages like it is very safe for diabetic population, it is cost effective, lowers blood pressure and is widely accessible.

Stevia has some disadvantages too- like it is not recommended for pregnant women, etc. Also, stevia exhibit few side effects like allergic reactions to some people, reactions in digestive system, possible drug interaction, kidney toxicity and other side effects.

Global stevia market is expected to increase at high growth rates during the forecasted period (2017-2021). Global stevia market is supported by various growth drivers, such as increasing awareness for low-calorie consumable products, supportive government initiatives, increasing product visibility in retail market, etc. Yet, the market faces certain challenges, such as, slow production rate, competition from other sweeteners, lacks ability to sweeten mass market products, etc. Few new market trends are new products launch, demand for antioxidants, demand for organic stevia, etc.

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