

Global Natural Stevia Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Natural Stevia market size will reach 544 Million USD in 2025 and is projected to reach 640.05 Million USD by 2032, with a CAGR of 2.35% (2025-2032). Notably, the China Natural Stevia market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Natural stevia refers to a sweetener derived from the leaves of the stevia plant (*Stevia rebaudiana*). Stevia is a herbal plant native to South America and has been used for centuries as a natural sweetener. The sweetening compounds in stevia leaves, known as steviol glycosides, are extracted and purified to produce a high-intensity sweetener that is significantly sweeter than sugar. Natural stevia extracts provide a sweet taste without providing calories, making it an attractive alternative for people looking to reduce their sugar intake or manage their calorie consumption. It is often used as a sugar substitute in foods, beverages, and sweeteners. Compared to artificial sweeteners, natural stevia is considered safe and is commonly recognized as a non-nutritive sweetener. Its use as a natural and zero-calorie sweetener has gained popularity, particularly among individuals seeking healthier alternatives to sugar.

The major global manufacturers of Natural Stevia include Haotian Pharm, Shandong Shengxiangyuan, Sunwin Stevia, Shangdong Huaxian Stevia, Chenguang Biotech Group, Qufu Tianyuan Biotechnology, Jining Aoxing Stevia Products, PureCircle, Biolotus Technology, etc. The global players competition landscape in this report is

divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Natural Stevia. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Natural Stevia market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Natural Stevia market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Natural Stevia industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Natural Stevia Include:

Haotian Pharm

Shandong Shengxiangyuan

Sunwin Stevia

Shangdong Huaxian Stevia

Chenguang Biotech Group

Qufu Tianyuan Biotechnology

Jining Aoxing Stevia Products

PureCircle

Biolotus Technology

Natural Stevia Product Segment Include:

Reb D

Reb M

Glucosyl Stevia

STV Series

Reb-A Series

Natural Stevia Product Application Include:

Beverage Industry

Food Industry

Health Care Industry

Pharmaceutical Industry

Cosmetics

Others

Chapter Scope

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