

Global Stevia Rebaudiana Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Stevia Rebaudiana market size will reach 2,634.86 Million USD in 2025 and is projected to reach 4,512.76 Million USD by 2032, with a CAGR of 7.99% (2025-2032). Notably, the China Stevia Rebaudiana 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

Stevia rebaudiana is a plant native to South America, primarily found in Paraguay and Brazil. It is well known for its sweet leaves, which contain natural compounds called steviol glycosides, including stevioside and rebaudioside, that are significantly sweeter than sugar but have negligible effects on blood sugar levels. Due to its intense sweetness and low calorie content, stevia has gained popularity as a natural alternative to sugar and artificial sweeteners. Stevia rebaudiana is cultivated commercially for its sweet leaves, which can be dried and ground into a powder or used to extract steviol glycosides for use in sweetening foods and beverages. Stevia has been used for centuries by indigenous peoples in South America as a sweetener and medicinal herb, and it is now widely used around the world in various products marketed as ?stevia sweeteners? or ?natural sweeteners.?

The major global manufacturers of Stevia Rebaudiana include Haotian Pharm, PureCircle, Shandong Shengxiangyuan, Sunwin Stevia, Shangdong Huaxian Stevia, GLG Life Tech Corp, Qufu Tianyuan Biotechnology, Cargill, Jining Aoxing Stevia

Products, Morita Kagaku Kogyo, Tate & Lyle, Chenguang Biotech Group, Biototus Technology, Daepyung, Stevia Natura, 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 Stevia Rebaudiana. 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 Stevia Rebaudiana 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 Stevia Rebaudiana 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 Stevia Rebaudiana 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 Stevia Rebaudiana Include:

Haotian Pharm

PureCircle

Shandong Shengxiangyuan

Sunwin Stevia

Shangdong Huaxian Stevia

GLG Life Tech Corp

Qufu Tianyuan Biotechnology

Cargill

Jining Aoxing Stevia Products

Morita Kagaku Kogyo

Tate & Lyle

Chenguang Biotech Group

Biolotus Technology

Daepyeong

Stevia Natura

Stevia Rebaudiana Product Segment Include:

Reb D

Reb M

Glucosyl Stevia

STV Series

Reb-A Series

Stevia Rebaudiana Product Application Include:

Beverage

Food

Health Care Products

Pharmaceutical Industry

Cosmetics

Others

Chapter Scope

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