

# Stevia: Adding Value Through Natural - The Resurgence of Reduced Sugar

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## Abstracts

Stevia has fast gained presence as the first natural, healthy sweetener. This briefing explores stevia-related innovation in 2013 and highlights technological advances including steviol glycoside blends and further reducing sugar content to 50% to improve the taste profile. Stevia's potential as a weight management ingredient is also analysed by assessing the rise in reduced sugar carbonate consumption, and hence drop in calorie intake, if just 20% of regular carbonates were reformulated.

Euromonitor International's Stevia: Adding Value Through Natural - The Resurgence of Reduced Sugar global briefing offers an insight into to the size and shape of the health and wellness marketplace, highlights buzz topics, emerging trends, categories and geographies as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing wellbeing market - be they new product developments, packaging and ingredients innovations, introduction of new regulatory schemes, economic/lifestyle influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Health and Wellness by Category, Health and Wellness by Prime Positioning, Health and Wellness by Type.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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