

Stevia Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024

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Abstracts

Stevia is a natural sweetener extracted from a herbal plant species called Stevia Rebaudiana. The active and major compounds in stevia, called Stevioside and Rebaudioside A, are responsible for its sweetness. In South American countries like Paraguay and Brazil, it has been used for centuries as a sweetener in foods and as a medicinal plant. According to the latest report by IMARC Group, titled “Stevia Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024”, the global stevia market reached a value of US\$ 492 Million in 2018.

Stevia is a 100% natural and zero-calorie sweetener which is 200 times sweeter than sugar and is known to have various health benefits. Since stevia has a low glycemic index and does not influence blood sugar levels, it is suitable for diabetic patients. Its non-cariogenic nature makes it mild on teeth resulting in good dental health. The growing awareness about the health benefits of stevia over sugar has led to a global increase in its demand because of which it is now commercially grown across the globe. As most of the low-calorie sweeteners available in the market are artificial, the demand for natural sweeteners like stevia has further expanded. Other factors influencing the global demand of stevia are the lifestyle changes, growing disposable incomes, awareness about maintaining a good health, government initiatives on reducing the sugar intake and the need to combat health problems like obesity and diabetes. Looking forward, the market value is projected to reach nearly US\$ 818 Million by 2024, registering a CAGR of 8.7% during 2019-2024.

According to the report, the market is segmented on the basis of the extract type of stevia, namely powder, liquid and leaf. The powder form currently holds the biggest market share, followed by liquid and leaf. Based on its end-uses, stevia finds its application mainly in the food, beverage and pharmaceutical markets. Its demand in the

beverage sector is comparatively high due to the rising demand for low-calorie drinks. The global stevia market has also been segmented on the basis of geography where Asia Pacific represented the biggest producer. Within Asia Pacific, China represented the leading producer of stevia. Asia Pacific was followed by the North American region where demand for natural sweeteners made from herbs is growing robustly especially in food and beverages. The third largest market for stevia was South America with Brazil, Colombia, Peru, Paraguay and Uruguay being the key producers.

The report provides a comprehensive insight into the dynamics of the stevia market. The market analysis includes volume trends, value trends, price trends, key players, market breakup by region, market breakup by end-use industries, key success factors, key risk factors, feedstock market trends, etc. Apart from the market analysis, the report also provides an exhaustive technical insight on stevia. This includes manufacturing process, raw material requirements, mass balance, conversion rate of feedstocks, etc.

Key Questions Answered in This Report:

How has the global stevia market performed so far and how will it perform in the coming years?

What are the price trends of stevia?

Which are the key regions in the global stevia market and what is their breakup?

Which are the key end-use industries for stevia and what is their breakup?

Which are the key extract types for stevia and what is their breakup?

What are the key success factors in the stevia global market?

What are the key risk factors in the global stevia market?

Who are the key manufacturers in the global stevia market?

How is stevia manufactured?

What are the raw material requirements for the manufacturing of stevia?

What is the supply demand of various feedstock that are used in the

manufacturing of stevia?

Who are the key manufacturers of stevia feedstock?

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