

Stevia Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global stevia market reached a value of US\$ 644 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 1,054.5 Million by 2027, exhibiting a CAGR of 8.5% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Stevia is a natural sweetener extracted from the plant species called *Stevia Rebaudiana*. It is a completely natural and zero-calorie sweetener that is 200 times sweeter than sugar. Stevia also contains a wealth of antioxidant compounds, including flavonoids, triterpenes, tannins, caffeic acid, kaempferol, and quercetin. With the rising awareness and a large number of health benefits associated with its consumption, consumers are widely substituting sugar with stevia. Numerous food and beverage manufacturers are also utilizing it in coffee, tea, smoothies and yogurt to offer products with a lower calorie count.

Stevia is known to provide several health benefits, such as controlling diabetes, aiding weight loss and regulating blood pressure and sugar levels. The growing awareness about these advantages has led to an increase in its demand, owing to which it is now commercially grown across the globe. Besides this, stevia acts as a steroid and helps in preventing the proliferation of bacteria due to which it is used in topical applications for skin conditions, such as eczema and dermatitis. Other than this, the health-conscious consumers are becoming more inclined toward low-calorie sweeteners like stevia, which in turn is boosting its sales around the world. Some of the other factors influencing the market growth are changing lifestyles, growing disposable incomes and several initiatives undertaken by the governments of various countries to minimize sugar intake

so as to combat health problems like obesity and diabetes.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global stevia market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on extract type and end use.

Breakup by Extract Type:

- Powder
- Liquid
- Leaf

Powdered stevia accounts for the majority of the global market share as it is less grainy than table sugar and is available in a variety of convenient packaging formats such as sachets, jars and bottles.

Breakup by End Use:

- Beverages
- Food Products
- Table Top Sweeteners
- Pharmaceuticals
- Others

Amongst these, beverages exhibit a clear dominance in the market, as stevia and stevia-based products are used as sweeteners in various beverages such as juices, soft drinks, energy drinks and tea.

Regional Insights:

- Asia Pacific
- China
- Japan
- India
- South Korea
- Australia
- Indonesia
- Others

North America
United States
Canada
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Middle East and Africa
Turkey
Saudi Arabia
Iran
United Arab Emirates
Others
Latin America
Brazil
Mexico
Argentina
Colombia
Chile
Peru
Others

Region-wise, Asia Pacific holds the leading position in the market. This can be accredited to the increasing health-consciousness among consumers, owing to which they have become more inclined toward low-calorie products, including stevia.

Competitive Landscape:

The competitive landscape of the market has also been analyzed in the report. It is characterized by the presence of small- and large-scale manufacturers who compete in terms of quality and prices.

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 key regions in the market?

What has been the impact of COVID-19 on the global stevia market?

What are the major end use industries in the market?

What are the popular extract types in the industry?

What are the price trends of stevia?

What are the key success and risk factors in the market?

Who are the key manufacturers in the market?

How is stevia manufactured?

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

What is the supply-demand of various feedstocks that are used in the manufacturing of stevia?

Who are the key manufacturers of stevia feedstock?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Properties
- 4.3 Key Industry Trends

5 GLOBAL STEVIA INDUSTRY

- 5.1 Market Overview
- 5.2 Market Performance
 - 5.2.1 Volume Trends
 - 5.2.2 Value Trends
- 5.3 Impact of COVID-19
- 5.4 Price Analysis
 - 5.4.1 Key Price Indicators
 - 5.4.2 Price Structure
 - 5.4.3 Price Trends
- 5.5 Market Forecast
- 5.6 SWOT Analysis
 - 5.6.1 Overview
 - 5.6.2 Strengths

- 5.6.3 Weaknesses
- 5.6.4 Opportunities
- 5.6.5 Threats
- 5.7 Value Chain Analysis
 - 5.7.1 Input Suppliers
 - 5.7.2 Farmers
 - 5.7.3 Collectors
 - 5.7.4 Manufacturers
 - 5.7.5 Distributors
 - 5.7.6 Exporters
 - 5.7.7 End-Use
- 5.8 Porter's Five Forces Analysis
 - 5.8.1 Overview
 - 5.8.2 Bargaining Power of Buyers
 - 5.8.3 Bargaining Power of Suppliers
 - 5.8.4 Degree of Competition
 - 5.8.5 Threat of New Entrants
 - 5.8.6 Threat of Substitutes
- 5.9 KeyMarket Drivers and Success Factors

6 MARKET BREAKUP BY EXTRACT TYPE

- 6.1 Powder
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Liquid
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Leaf
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast

7 MARKET BREAKUP BY END USE

- 7.1 Beverages
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Food Products
 - 7.2.1 Market Trends

- 7.2.2 Market Forecast
- 7.3 Table Top Sweeteners
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Pharmaceuticals
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Others
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast

8 PERFORMANCE OF KEY REGIONS

- 8.1 Asia Pacific
 - 8.1.1 China
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Japan
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
 - 8.1.3 India
 - 8.1.3.1 Market Trends
 - 8.1.3.2 Market Forecast
 - 8.1.4 South Korea
 - 8.1.4.1 Market Trends
 - 8.1.4.2 Market Forecast
 - 8.1.5 Australia
 - 8.1.5.1 Market Trends
 - 8.1.5.2 Market Forecast
 - 8.1.6 Indonesia
 - 8.1.6.1 Market Trends
 - 8.1.6.2 Market Forecast
 - 8.1.7 Others
 - 8.1.7.1 Market Trends
 - 8.1.7.2 Market Forecast
- 8.2 North America
 - 8.2.1 United States
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast

- 8.2.2 Canada
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast
- 8.4 Middle East and Africa
 - 8.4.1 Turkey
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast
 - 8.4.2 Saudi Arabia
 - 8.4.2.1 Market Trends
 - 8.4.2.2 Market Forecast
 - 8.4.3 Iran
 - 8.4.3.1 Market Trends
 - 8.4.3.2 Market Forecast
 - 8.4.4 United Arab Emirates
 - 8.4.4.1 Market Trends
 - 8.4.4.2 Market Forecast
 - 8.4.5 Others

8.4.5.1 Market Trends

8.4.5.2 Market Forecast

8.5 Latin America

8.5.1 Brazil

8.5.1.1 Market Trends

8.5.1.2 Market Forecast

8.5.2 Mexico

8.5.2.1 Market Trends

8.5.2.2 Market Forecast

8.5.3 Argentina

8.5.3.1 Market Trends

8.5.3.2 Market Forecast

8.5.4 Colombia

8.5.4.1 Market Trends

8.5.4.2 Market Forecast

8.5.5 Chile

8.5.5.1 Market Trends

8.5.5.2 Market Forecast

8.5.6 Peru

8.5.6.1 Market Trends

8.5.6.2 Market Forecast

8.5.7 Others

8.5.7.1 Market Trends

8.5.7.2 Market Forecast

9 STEVIA MANUFACTURING PROCESS

9.1 Product Overview

9.2 Manufacturing Process

9.3 Detailed Process Flow

9.4 Raw Material Requirements

9.5 Mass Balance and Feedstock Conversion Rates

10 STEVIA FEEDSTOCK MARKET ANALYSIS

10.1 Stevia Leaves

10.1.1 Market Performance

10.1.1.1 Volume Trends

10.1.1.2 Value Trends

- 10.1.2 Price Trends
- 10.1.3 Market Breakup by Region
- 10.1.4 Key Suppliers
- 10.1.5 Market Forecast
- 10.2 Ethanol
 - 10.2.1 Market Performance
 - 10.2.1.1 Volume Trends
 - 10.2.1.2 Value Trends
 - 10.2.2 Price Trends
 - 10.2.3 Market Breakup by Region
 - 10.2.4 Market Breakup by Manufacturer
 - 10.2.5 Key Suppliers
 - 10.2.6 Market Forecast

11 COMPETITIVE LANDSCAPE

- 11.1 Competitive Structure
- 11.2 Market Share of Key Players
- 11.3 Key Player Profiles

List Of Tables

LIST OF TABLES

Table 1: Stevia: Physical Properties

Table 2: Stevia: Chemical Properties

Table 3: Global: Stevia Market: Key Industry Highlights, 2021 and 2027

Table 4: Global: Stevia Market Forecast: Breakup by Extract Type (in Metric Tons), 2022-2027

Table 5: Global: Stevia Market Forecast: Breakup by End Use (in Metric Tons), 2022-2027

Table 6: Global: Stevia Market Forecast: Breakup by Region (in Metric Tons), 2022-2027

Table 7: Stevia Manufacturing: Raw Materials Required

Table 8: Global: Stevia Market: Competitive Structure

Table 9: Global: Stevia Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Stevia Market: Major Drivers and Challenges

Figure 2: Global: Stevia Market: Volume Trends (in Metric Tons), 2016-2021

Figure 3: Global: Stevia Market: Value Trends (in Million US\$), 2016-2021

Figure 4: Global: Stevia Market: Average Price Trends (in US\$/Ton), 2016-2021

Figure 5: Global: Stevia Market Forecast: Average Price Trends (in US\$/Ton), 2022-2027

Figure 6: Stevia Market: Price Structure

Figure 7: Global: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 8: Global: Stevia Market Forecast: Value Trends (in Million US\$), 2022-2027

Figure 9: Global: Stevia Industry: SWOT Analysis

Figure 10: Global: Stevia Industry: Value Chain Analysis

Figure 11: Global: Stevia Industry: Porter's Five Forces Analysis

Figure 12: Global: Stevia (Powder) Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 13: Global: Stevia (Powder) Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 14: Global: Stevia (Liquid) Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 15: Global: Stevia (Liquid) Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 16: Global: Stevia (Leaf) Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 17: Global: Stevia (Leaf) Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 18: Global: Stevia (Beverages) Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 19: Global: Stevia (Beverages) Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 20: Global: Stevia (Food Products) Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 21: Global: Stevia (Food Products) Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 22: Global: Stevia (Table Top Sweeteners) Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 23: Global: Stevia (Table Top Sweeteners) Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 24: Global: Stevia (Pharmaceuticals) Market: Volume Trends (in Metric Tons),

2016 & 2021

Figure 25: Global: Stevia (Pharmaceuticals) Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 26: Global: Stevia (Others) Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 27: Global: Stevia (Others) Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 28: Asia Pacific: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 29: Asia Pacific: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 30: China: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 31: China: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 32: Japan: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 33: Japan: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 34: India: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 35: India: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 36: South Korea: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 37: South Korea: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 38: Australia: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 39: Australia: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 40: Indonesia: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 41: Indonesia: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 42: Others: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 43: Others: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 44: North America: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 45: North America: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 46: United States: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 47: United States: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 48: Canada: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 49: Canada: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 50: Europe: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 51: Europe: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 52: Germany: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 53: Germany: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 54: France: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 55: France: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 56: United Kingdom: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 57: United Kingdom: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 58: Italy: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 59: Italy: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 60: Spain: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 61: Spain: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 62: Russia: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 63: Russia: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 64: Others: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 65: Others: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 66: Middle East and Africa: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 67: Middle East and Africa: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 68: Turkey: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 69: Turkey: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 70: Saudi Arabia: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 71: Saudi Arabia: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 72: Iran: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 73: Iran: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 74: United Arab Emirates: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 75: United Arab Emirates: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 76: Others: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 77: Others: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 78: Latin America: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 79: Latin America: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 80: Brazil: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 81: Brazil: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 82: Mexico: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 83: Mexico: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 84: Argentina: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 85: Argentina: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 86: Colombia: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 87: Colombia: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 88: Chile: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 89: Chile: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 90: Peru: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 91: Peru: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 92: Others: Stevia Market: Volume Trends (in Metric Tons), 2016 & 2021

Figure 93: Others: Stevia Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 94: Stevia Manufacturing: Detailed Process Flow

Figure 95: Stevia Manufacturing Process: Conversion Rate of Feedstocks

Figure 96: Global: Stevia Leaves Market: Volume Trends (in Metric Tons), 2016-2021

Figure 97: Global: Stevia Leaves Market: Value Trends (in Million US\$), 2016-2021

Figure 98: Global: Stevia Leaves Market: Average Price Trends (in US\$/Kg), 2016-2021

Figure 99: Global: Stevia Leaves Market Forecast: Average Price Trends (in US\$/Kg), 2022-2027

Figure 100: Global: Stevia Leaves Market: Breakup by Region (in %), 2021

Figure 101: Global: Stevia Leaves Market Forecast: Volume Trends (in Metric Tons), 2022-2027

Figure 102: Global: Stevia Leaves Market Forecast: Value Trends (in Million US\$), 2022-2027

Figure 103: Global: Ethanol Market: Volume Trends (in Billion Litres), 2016-2021

Figure 104: Global: Ethanol Market: Value Trends (in Million US\$), 2016-2021

Figure 105: Global: Ethanol Market: Average Price Trends (in US\$/Litre), 2016-2021

Figure 106: Global: Ethanol Market Forecast: Average Price Trends (in US\$/Litre), 2022-2027

Figure 107: Global: Ethanol Market: Breakup by Region (in %)

Figure 108: Global: Ethanol Market: Breakup by Manufacturer (in %)

Figure 109: Global: Ethanol Market Forecast: Volume Trends (in Billion Litres), 2022-2027

Figure 110: Global: Ethanol Market Forecast: Value Trends (in Million US\$), 2022-2027

Figure 111: Global: Stevia Market: Breakup by Key Players (in %), 2021

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