

Europe Stevia Market By Form (Powder, Liquid and others) By End User (Food and Beverages, Pharmaceuticals, Retail and other End Users) By Distribution Channel (Direct Channel and Indirect Channel) By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Europe Stevia Market would witness market growth of 9.9% CAGR during the forecast period (2020-2026).

Stevia is used as a supplement for sugar to give natural sweetness to hot or cold beverages, to be brushed on fruit, or to be used in a variety of cooking and baking recipes. Stevia, as a tabletop sweetener, is a sweetener 200–300 times sweeter than sugar and is ideal for diabetics and people with phenylketonuria. Natuvia by PureCircle, SteviaFirst Corp, and Truvia are some of the most widely recognized brands of stevia as a tabletop sweetener. The food market will remain a high potential field for stevia due to the growing demand for confectionery, cookies, chocolates, and other baking goods. This would continue to broaden the manufacturer's demand and increase its reach over the projected period.

Manufacturers are conducting marketing campaigns by a variety of means, such as newspapers, television, and the Internet, in order to raise customer awareness of products. Moreover, given that stevia consumption before meals results in comparatively lower rates of post-meal glucose, numerous food, and beverage companies use stevia for the preparation of foods with less sugar and fewer calories. Today, customers are focused on healthy living and are searching for products that are low in sugar and free of chemical additives. Stevia is the perfect food ingredient because it ticks all of these boxes. In addition, there is a push from policymakers around the world to fix the rising issue of obesity and diabetes. There are now better quality

stevia products in the market that have a proven record of delivering the needed sugar flavor profile.

Based on Form, the market is segmented into Powder, Liquid and others. Based on End User, the market is segmented into Food and Beverages, Pharmaceuticals, Retail and other End Users. Based on Distribution Channel, the market is segmented into Direct Channel and Indirect Channel. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Ingredion, Incorporated, Tate & Lyle PLC, The Coca Cola Company, PepsiCo, Inc., Archer Daniels Midland Company, S&W Seed Company, Morita Kagaku Kogyo Co., Ltd., Evolva Holdings SA, Sunwin Stevia International, Inc., Pyure Brands, LLC.

Scope of the Study

Market Segmentation:

By Form

Powder

Liquid and

others

By End User

Food and Beverages

Pharmaceuticals

Retail and

other End Users

By Distribution Channel

Direct Channel and

Indirect Channel

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Ingredion, Incorporated

Tate & Lyle PLC

The Coca Cola Company

PepsiCo, Inc.

Archer Daniels Midland Company

S&W Seed Company

Morita Kagaku Kogyo Co., Ltd.

Evolva Holdings SA

Sunwin Stevia International, Inc.

Pyure Brands, LLC

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