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Research Report on China Stevia Rebaudiana Extract Industry, 2016-2020

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Abstracts

Description

As high calorie of saccharose leads to growing obesity problems, aspartame becomes major sweetness sources in food. Aspartame includes artificial sweetener and natural sweetener, of which stevia sugar and siraitia grosvenorii sugar are two major popular natural sweeteners in the international market.

Stevia sugar is extracted from leaves of the stevia rebaudiana. It is widely used in industries such as food, beverages and health products with characteristics of low calorie, high sweetness, lowering blood sugar and being digestive for diabetes and common people. There were over 2,000 kinds of stevia sugar food in the world with a promising market for its high security and low costs in 2015.

According to CRI, China is a leading manufacturer and exporter of stevia rebaudiana mainly exporting to Europe, the U.S.A., Japan and South Korea. The export volume of China stevia sugar accounted for 80% of the globe and that of stevia rebaudiana extracts was the largest among plant extracts in 2015.

The FDA approval led to a global boom of stevioside as natural sweeteners at the end of 2008. Presently, stevioside is added as preferred natural sweetener in most food production fields. Stevia rebaudiana possesses its own advantages of planting and a relatively stable market in contrast to other plant extract markets with wild raw materials.

As one of the early countries developing the stevia rebaudiana extract industry, the output volume of China accounts for 80% of the aggregate global supply. According to CRI, the output volume of stevia rebaudiana extracts was over 4,000 tons and 80% of

them were for export in 2015. However, China is still a low-end supplier of stevia rebaudiana extracts. Enterprises in major global manufacturing areas of stevia rebaudiana including Shandong, Jiangsu and Tianjin mainly export stevioside with low content of RA as well as ordinary sugar.

The export value of stevia rebaudiana extracts was less than USD 1 million in China in 2000 while it exceeded USD 200 million with an export volume of over 3,000 tons in 2015 with accelerated export growth from 2006.

Major export destinations of China stevia rebaudiana extracts include the U.S.A., Malaysia and Japan. In recent years, Malaysia becomes one of the major export destinations of China stevia rebaudiana extracts while it is not a terminal consumption market but a transfer base. Meanwhile, PureCircle imports stevia rebaudiana extracts from China and then sell them all over the world as a major Malaysia branch import office opened by a company of the U.S.A.

The export of China stevia rebaudiana extracts is expected to increase rapidly with a growing global demand in the next few years.

Readers can obtain the following information or more through this report:

Development Environment of Stevia Rebaudiana Extracts in China

Production Status of Stevia Rebaudiana Extracts in China

Demand Status of Stevia Rebaudiana Extracts in China

Import and Export Status of Stevia Rebaudiana Extracts in China

Major Manufacturers of Stevia Rebaudiana Extracts in China

Price Trend of Raw Materials and Products of Stevia Rebaudiana Extracts in China

Major Driving Forces and Opportunities in Stevia Rebaudiana Extract Industry in China

Risks and Challenges Faced by Stevia Rebaudiana Extract Industry in China

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Forecast on Development of Stevia Rebaudiana Extract Industry

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