

Steviol Glycoside Market Forecasts to 2030 – Global Analysis By Type (Steviolbioside, Stevioside, Rebaudioside A and Other Types), Form, Source, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Steviol Glycoside Market is accounted for \$5.67 billion in 2024 and is expected to reach \$8.41 billion by 2030 growing at a CAGR of 6.8% during the forecast period. Natural sweet substances called steviol glycosides are extracted from the leaves of the *Stevia rebaudiana* plant. Stevia is up to 300 times sweeter than sugar due to these glycosides, which also include stevioside and rebaudioside. They are a common sugar alternative in foods and drinks since they are low in calories. The body converts steviol glycosides into steviol, which is then eliminated without increasing blood sugar levels. Because of their durability and health advantages, they are frequently used in low-calorie and diabetic-friendly products that have been approved by international health authorities.

Market Dynamics:

Driver:

Rising demand for natural sweeteners

Growing knowledge of obesity and diabetes is causing consumers to turn to healthier sugar substitutes. Steviol glycosides are being used by food and beverage producers to satisfy consumer demand for plant-based, low-calorie sweeteners. Market expansion is further supported by clean-label trends and regulatory approvals. Technological developments in extraction improve the quality and affordability of the final product. Market expansion is also fuelled by the growing use of personal care and

pharmaceutical goods.

Restraint:

Supply chain & raw material dependence

The market is susceptible to agricultural interruptions and climate change due to the limited sources of stevia plant production. Problems with logistics and transportation lengthen lead times, which impacts consistent supply. Reliance on certain areas for raw supplies increases the likelihood of trade restrictions and geopolitical unrest. Changes in raw material prices have an effect on firms' pricing strategies and profitability. All things considered, these variables provide uncertainty, which restricts market growth and investor confidence.

Opportunity:

Growing demand for clean-label & organic products

Growing knowledge of obesity and diabetes is causing consumers to turn to healthier sugar substitutes. Steviol glycosides are being used by food and beverage producers to satisfy consumer demand for plant-based, low-calorie sweeteners. Market expansion is further supported by clean-label trends and regulatory approvals. Technological developments in extraction improve the quality and affordability of the final product. Market expansion is also fuelled by the growing use of personal care and pharmaceutical goods.

Threat:

Regulatory uncertainty & stringent standards

Approval procedures differ per nation, which delays the introduction of new products and the growth of markets. Strict safety and quality standards raise production costs, which makes it harder for small businesses to compete. Producers experience instability as a result of frequent changes in the acceptable glycoside compositions. Investment in R&D is discouraged by lengthy approval processes. Steviol glycosides' broad use in the food and beverage sector is thus constrained by the slowing market expansion.

Covid-19 Impact

The COVID-19 pandemic disrupted the steviol glycoside market by affecting supply chains, delaying production, and reducing consumer demand in sectors like food and beverages. Lockdowns and logistical challenges impacted raw material availability, increasing costs. However, as consumers shifted towards healthier, natural sweeteners, demand rebounded post-pandemic. The market also benefited from increased awareness of sugar alternatives in wellness products. Overall, while initial disruptions slowed growth, the long-term outlook remains positive due to rising health consciousness and clean-label product preferences.

The powder segment is expected to be the largest during the forecast period

The powder segment is expected to account for the largest market share during the forecast period, due to its high stability, longer shelf life, and ease of incorporation into various food and beverage products. It is widely used in the pharmaceutical and nutraceutical industries for sugar-free formulations. The growing consumer preference for low-calorie and natural sweeteners boosts its demand. Additionally, its cost-effectiveness and efficient transportability make it a preferred choice for manufacturers. Increasing health consciousness and regulatory approvals further drive its market growth.

The pharmaceuticals segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pharmaceuticals segment is predicted to witness the highest growth rate, due to the high demand for natural, low-calorie sweeteners in medicinal syrups, tablets, and health supplements. Its non-cariogenic and diabetic-friendly properties make it a preferred sugar alternative in pharmaceutical formulations. Rising consumer awareness of health benefits and regulatory approvals further boost its adoption in drug formulations. The shift toward plant-based ingredients in pharmaceuticals enhances market growth. Additionally, ongoing research into steviol glycosides' potential therapeutic benefits strengthens their application in the sector.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to increasing demand for natural, low-calorie sweeteners. The rising prevalence of diabetes and obesity has driven consumers toward sugar alternatives, boosting the adoption of stevia-based products in food and beverages. The U.S. and Canada are key markets, with companies focusing on product innovation and clean-

label trends. Regulatory approvals from the FDA and Health Canada have further accelerated market expansion. Key players include Cargill, Ingredion, and PureCircle, leveraging advancements in extraction techniques to enhance product quality and sweetness profiles.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to rising demand for natural sweeteners, driven by increasing health consciousness and regulatory support for sugar alternatives. Countries like China, India, and Japan are key markets, with expanding applications in food, beverages, and pharmaceuticals. The growth of the functional food and beverage sector, coupled with consumer preference for low-calorie products, is fueling demand. Additionally, advancements in extraction technologies and investments by major players are boosting market expansion. The region's flourishing diabetic population further strengthens the need for stevia-based sweeteners.

Key players in the market

Some of the key players profiled in the Steviol Glycoside Market include Cargill, Incorporated, PureCircle Ltd., Tate & Lyle PLC, GLG Life Tech Corporation, Ingredion Incorporated, Sunwin Stevia International, Inc., Stevia Corp., Morita Kagaku Kogyo Co., Ltd., Zhucheng Haotian Pharm Co., Ltd., Daepyeong Co., Ltd., Sunrise Nutrachem Group, Merisant, Evolva Holding SA, SweeGen, Inc., Blue California, Layn Corp., DSM and FUJIFILM Wako Pure Chemical Corporation.

Key Developments:

In October 2024, Tate & Lyle announced a strategic partnership with Manus, a bioalternatives scale-up platform, to expand access to natural sugar reduction solutions. The collaboration focused on the large-scale commercialization of stevia Reb M, sourced and manufactured in the Americas.

In August 2024, Tate & Lyle introduced OPTIMISER STEVIA 8.10, a new stevia composition designed to provide a premium flavor profile even at high sugar replacement levels. This product offers a cost-effective and versatile solution for manufacturers seeking natural sweeteners.

Types Covered:

Steviolbioside

Stevioside

Rebaudioside A

Rebaudioside B

Dulcoside A

Other Types

Forms Covered:

Powder

Liquid

Granules

Sources Covered:

Stevia Leaf Extract

Fermentation-Derived Steviol Glycosides

Bioconversion-Derived Steviol Glycosides

Distribution Channels Covered:

Online Retail

Offline Retail

Business-to-Business (B2B) Sales

Applications Covered:

- Food & Beverages
- Pharmaceuticals
- Personal Care & Cosmetics
- Animal Feed
- Other Applications

Regions Covered:

- North America
 - US
 - Canada
 - Mexico
- Europe
 - Germany
 - UK
 - Italy
 - France
 - Spain
 - Rest of Europe
- Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments

Steviol Glycoside Market Forecasts to 2030 – Global Analysis By Type (Steviolbioside, Stevioside, Rebaudioside...

- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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