

Stevia Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Extract Type (Whole Leaf, Powdered and Liquid), By Application (Dairy, Tabletop Sweeteners, Bakery & Confectionery, Convenience Foods and Others), By Form (Dry and Liquid), By Region & Competition, 2021-2031F

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Abstracts

The Global Stevia Market is projected to expand significantly, growing from USD 923.05 Million in 2025 to USD 1470.47 Million by 2031, registering a CAGR of 8.07%. Derived from the leaves of the Stevia rebaudiana plant, stevia is prized for its steviol glycosides, which offer high-intensity sweetness without contributing calories. This market growth is fundamentally underpinned by the increasing global incidence of metabolic disorders, which has accelerated consumer demand for clean-label, plant-based sugar substitutes. In 2024, the International Food Information Council reported that 74% of consumers were actively limiting or avoiding sugar, a trend that directly drives the uptake of non-nutritive sweeteners. Additionally, government-enforced fiscal measures and sugar reduction policies are incentivizing manufacturers to reformulate their food and beverage portfolios with natural alternatives.

Despite this positive momentum, the industry contends with a major obstacle related to the sensory characteristics of stevia, particularly the lingering bitter or metallic aftertaste inherent to many steviol glycosides. This organoleptic issue requires the use of sophisticated masking formulations, which can escalate production costs and restrict the ingredient's application in flavor-sensitive product categories. Consequently, resolving these taste limitations remains a crucial technical hurdle that manufacturers must overcome to broaden stevia's application and secure a more substantial share of

the competitive sweetener market.

Market Driver

The rising global burden of diabetes and obesity acts as a primary catalyst for the Global Stevia Market, prompting both governments and health-conscious consumers to prioritize effective sugar substitutes for managing metabolic health. This public health urgency has accelerated the shift toward high-intensity, zero-calorie sweeteners that do not alter blood glucose levels, cementing stevia's role as a vital ingredient in weight management and diabetic-friendly diets. Highlighting the scale of this demand, the International Diabetes Federation reported in April 2025 that approximately 589 million adults worldwide were estimated to be living with diabetes in 2024, a figure that underscores the critical need for non-nutritive alternatives.

Simultaneously, the widespread incorporation of stevia into reformulated food and beverage products is significantly extending its market reach. Manufacturers are increasingly utilizing advanced steviol glycosides to replace sugar across diverse sectors, ranging from confectionery to carbonated soft drinks, in order to satisfy clean-label requirements without sacrificing sensory quality. This rapid pace of innovation is illustrated by Cargill's September 2025 report, which noted that global product launches containing stevia surpassed 8,700 in 2023. Furthermore, supply chains are evolving to ensure ethical transparency; Ingredion announced in May 2025 that it had achieved the Farm Sustainability Assessment Silver performance level for 100% of its stevia supply chain, reflecting the industry's dedication to sustainable standards.

Market Challenge

A major obstacle restricting the growth of the Global Stevia Market is the sweetener's inherent sensory profile, specifically the lingering bitter or metallic aftertaste associated with many steviol glycosides. This organoleptic flaw imposes substantial technical burdens on manufacturers, who must invest heavily in expensive masking agents and intricate formulation adjustments to replicate the clean taste of sugar. These requirements significantly elevate research and development costs and prolong product launch timelines, thereby diminishing the commercial viability of stevia for use in price-sensitive or low-margin applications.

Moreover, this flavor gap limits consumer acceptance and restricts the ingredient's expansion into mainstream product categories where taste is the deciding factor. If the sensory experience fails to align with consumer expectations, repeat purchase rates

decline, effectively stalling broader market adoption despite the sweetener's health benefits. According to 2024 data from the International Food Information Council, U.S. consumers rated their likelihood of consuming stevia at an average of only 4.8 out of 10, a score notably lower than that of caloric sweeteners like honey. This statistic underscores a persistent taste-based barrier that continues to prevent stevia from capturing a larger share of the global sweetener industry.

Market Trends

The Global Stevia Market is being fundamentally reshaped by the commercialization of precision fermentation and bioconversion technologies, which overcome the agricultural limitations of traditional leaf extraction. By utilizing microbial hosts to produce rare, high-value steviol glycosides such as Rebaudioside M and D, manufacturers can decouple supply from land availability and weather variability while ensuring scalable, high-purity volumes. This approach also offers drastic environmental improvements; Cargill reported in January 2024 that their fermentation-derived EverSweet sweetener achieved a 96% reduction in land-use impacts and an 81% lower carbon footprint compared to traditional sugar production, highlighting the efficiency gains driving this trend.

Concurrently, the market is witnessing a rising adoption of liquid stevia formats for beverage and tabletop use, facilitated by significant breakthroughs in ingredient solubility. Historically, the poor water solubility of advanced glycosides restricted their application in clear beverages and high-concentration syrups, often resulting in crystallization or requiring the use of masking solvents. Recent innovations have successfully resolved these technical barriers, enabling the creation of clear, highly potent liquid sweeteners that integrate seamlessly into fluid formulations. For instance, Ingredion introduced a clean-label stevia solution in April 2024 that is 100 times more soluble than standard Rebaudioside M, a development specifically engineered to facilitate high levels of sugar reduction in liquid concentrates and fruit preparations.

Key Market Players

Cargill, Incorporated

Ingredion Incorporated

Tate & Lyle PLC

Archer Daniels Midland Company

GLG Life Tech Corporation

Morita Kagaku Kogyo Co. Ltd

Pyure Brands LLC

Sunwin Stevia International, Inc.

Evolva Holding SA

Wisdom Natural Brands

Report Scope

In this report, the Global Stevia Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Stevia Market, By Extract Type

Whole Leaf

Powdered and Liquid

Stevia Market, By Application

Dairy

Tabletop Sweeteners

Bakery & Confectionery

Convenience Foods and Others

Stevia Market, By Form

Dry and Liquid

Stevia Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Stevia Market.

Available Customizations:

Global Stevia Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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