

Stevia Market Size, Trends, Analysis, and Outlook By Extract (Whole Leaf, Powdered, Liquid), By Application (Dairy, Bakery & Confectionery, Tabletop Sweeteners, Beverages, Convenience Foods, Others), By Form (Dry, Liquid), by Country, Segment, and Companies, 2024-2032

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Abstracts

Stevia Market is projected to register a 10.2 CAGR from 2023 to 2030.

The stevia market is expanding as consumers seek natural, zero-calorie sweeteners as alternatives to sugar. Stevia, derived from the leaves of the *Stevia rebaudiana* plant, is increasingly used in beverages, food products, and supplements. The demand for clean-label products is propelling the growth of the stevia market.

Stevia Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Stevia survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Stevia industry.

Key market trends defining the global Stevia demand in 2025 and Beyond

The Stevia industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Stevia Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Stevia industry

Leading Stevia companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Stevia companies.

Stevia Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Stevia Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Stevia industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report

forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Stevia Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Stevia Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Stevia market segments. Similarly, strong market demand encourages Canadian Stevia companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Stevia Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Stevia industry remains the major market for companies in the European Stevia industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Stevia market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Stevia Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Stevia in Asia Pacific. In particular, China, India, and South East Asian Stevia markets present a compelling outlook for

2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Stevia Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Stevia Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Stevia market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Stevia.

Stevia Company Profiles

The global Stevia market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Archer Daniels Midland Company, Daepyeong Co. Ltd, Fraken Biochem Co. Ltd, Guilin Layn Natural Ingredients Corp, HOWTIAN, Hunan Nutramax Inc, Ingredion Inc, MANUS BIO, Morita Kagaku Kogyo Co. Ltd, Nutraceutical Corp, S and W Seed Co., Sunrise Nutrachem Group Co. Ltd, Sunwin Stevia International Inc, SweeGen Inc, Tate and Lyle Plc.

Recent Stevia Market Developments

The global Stevia market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

Stevia Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

Extract

Whole Leaf

Powdered

Liquid

Application

Stevia Market Size, Trends, Analysis, and Outlook By Extract (Whole Leaf, Powdered, Liquid), By Application (D...

Dairy

Bakery & Confectionery

Tabletop Sweeteners

Beverages

Convenience Foods

Others

Form

Dry

Liquid

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Archer Daniels Midland Company

Daepyeong Co. Ltd

Fraken Biochem Co. Ltd

Guilin Layn Natural Ingredients Corp

HOWTIAN

Hunan Nutramax Inc

Ingredion Inc

MANUS BIO

Morita Kagaku Kogyo Co. Ltd

Nutraceutical Corp

S and W Seed Co.

Sunrise Nutrachem Group Co. Ltd

Sunwin Stevia International Inc

SweeGen Inc

Tate and Lyle Plc

Formats Available: Excel, PDF, and PPT

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Dry

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Powdered

Liquid

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Tabletop Sweeteners

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Others

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Fraken Biochem Co. Ltd

Guilin Layn Natural Ingredients Corp

HOWTIAN

Hunan Nutramax Inc
Ingredion Inc
MANUS BIO
Morita Kagaku Kogyo Co. Ltd
Nutraceutical Corp
S and W Seed Co.
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