

Stevia Rebaudiana Market Size, Share, and Outlook, 2025 Report- By Form (Liquid, Powder, Leaves), Packaging (Bags, Sachets, Pouches, Cans, Bottles, Sweetening Agents, Rebaudioside A, Stevioside, Others), Application (Flavor (Enhancers, Suppressing Agents, Heat Resistant Agents, Others), End-User (Food and Beverage Industry, Pharmaceutical Industry, Cosmetics industry, Others), and Companies, 2021-2032

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Abstracts

Stevia Rebaudiana Market Outlook

The global Stevia Rebaudiana market is expected to register a growth rate of 7.1% during the forecast period from \$896.5 Billion in 2024 to \$1551.9 Billion in 2032. The Stevia Rebaudiana market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Stevia Rebaudiana segments across 22 countries from 2021 to 2032. Key segments in the report include By Form (Liquid, Powder, Leaves), Packaging (Bags, Sachets, Pouches, Cans, Bottles, Sweetening Agents, Rebaudioside A, Stevioside, Others), Application (Flavor (Enhancers, Suppressing Agents, Heat Resistant Agents, Others), End-User (Food and Beverage Industry, Pharmaceutical Industry, Cosmetics industry, Others). Over 70 tables and charts showcase findings from our latest survey report on Stevia Rebaudiana markets.

Stevia Rebaudiana Market Insights, 2025

The stevia rebaudiana market in 2025 expands rapidly as global consumers increasingly seek natural, zero-calorie sweeteners to replace sugar amid rising health awareness and regulatory pressure on sugar reduction. Stevia extracts are incorporated widely in beverages, confectionery, baked goods, and dairy alternatives, with improvements in taste profiles reducing bitterness and enhancing sweetness clarity. The functional benefits of stevia, such as low glycemic impact, further boost its appeal among diabetic and weight-conscious populations. Asia-Pacific remains the largest producer and consumer, while North America and Europe drive product innovation and regulatory approvals. Investments in breeding and extraction technology improve yield and purity.

Five Trends that will define global Stevia Rebaudiana market in 2025 and Beyond

A closer look at the multi-million global market for Stevia Rebaudiana identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Stevia Rebaudiana companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Stevia Rebaudiana industry?

The Stevia Rebaudiana sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Stevia Rebaudiana Market Segment Insights

The Stevia Rebaudiana industry presents strong offers across categories. The analytical report offers forecasts of Stevia Rebaudiana industry performance across segments and countries. Key segments in the industry include By Form (Liquid, Powder, Leaves), Packaging (Bags, Sachets, Pouches, Cans, Bottles, Sweetening Agents, Rebaudioside A, Stevioside, Others), Application (Flavor (Enhancers, Suppressing

Agents, Heat Resistant Agents, Others), End-User (Food and Beverage Industry, Pharmaceutical Industry, Cosmetics industry, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Stevia Rebaudiana market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Stevia Rebaudiana industry ecosystem. It assists decision-makers in evaluating global Stevia Rebaudiana market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Stevia Rebaudiana industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Stevia Rebaudiana Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Stevia Rebaudiana Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Stevia Rebaudiana with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Stevia Rebaudiana market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Stevia Rebaudiana market Insights Executives are most excited about opportunities for the US Stevia Rebaudiana industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Stevia Rebaudiana companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Stevia Rebaudiana market.

Latin American Stevia Rebaudiana market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Stevia Rebaudiana Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Stevia Rebaudiana markets. Designing expansion and marketing strategies to cater to the

local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Stevia Rebaudiana markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Stevia Rebaudiana companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Cargill, Incorporated, Croda International Plc, Omega Protein Corporation, FMC Corporation, Evolva Holding SA, Danone S.A., Ingredion Incorporated, GLG Life Tech Corporation, Zhucheng Haotian Pharm Co., Ltd, Jining Aoxing Stevia Products Co., Ltd., Steviasugar Corporation (M) Sdn. Bhd., Odwalla, Inc, PepsiCo, Inc., PureCircle Limited, Chengdu Wagott Pharmaceutical Co., Ltd., Wisdom Natural Brands (SweetLeaf Stevia), Stevia Natura, Morita Kagaku Kogyo Co., Ltd., Tate and Lyle PLC, Sunwin Stevia International Inc.

Stevia Rebaudiana Market Scope

Leading Segments

By Form

Liquid

Powder

Leaves

By Packaging

Bags

Sachets

Pouches

Cans

Bottles

By Sweetening Agents

Rebaudioside A

Stevioside

Others

By Application

Flavor Enhancers

Suppressing Agents

Heat Resistant Agents

Others

By End-User

Food and Beverage Industry

Pharmaceutical Industry

Cosmetics industry

Others

Leading Companies

Cargill, Incorporated

Croda International Plc

Omega Protein Corporation

FMC Corporation

Evolva Holding SA

Danone S.A.

Ingredion Incorporated

GLG Life Tech Corporation

Zhucheng Haotian Pharm Co., Ltd

Jining Aoxing Stevia Products Co., Ltd.

Steviasugar Corporation (M) Sdn. Bhd.

Odwalla, Inc

PepsiCo, Inc.

PureCircle Limited

Chengdu Wagott Pharmaceutical Co., Ltd.

Wisdom Natural Brands (SweetLeaf Stevia)

Stevia Natura

Morita Kagaku Kogyo Co., Ltd.

Tate and Lyle PLC

Sunwin Stevia International Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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- By Sweetening Agents
 - Rebaudioside A
 - Stevioside
 - Others
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 - Flavor Enhancers
 - Suppressing Agents
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 - Food and Beverage Industry
 - Pharmaceutical Industry
 - Cosmetics industry

Others

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Croda International Plc
Omega Protein Corporation
FMC Corporation
Evolva Holding SA
Danone S.A.
Ingredion Incorporated
GLG Life Tech Corporation
Zhucheng Haotian Pharm Co., Ltd
Jining Aoxing Stevia Products Co., Ltd.
Steviasugar Corporation (M) Sdn. Bhd.
Odwalla, Inc
PepsiCo, Inc.
PureCircle Limited
Chengdu Wagott Pharmaceutical Co., Ltd.
Wisdom Natural Brands (SweetLeaf Stevia)
Stevia Natura
Morita Kagaku Kogyo Co., Ltd.
Tate and Lyle PLC
Sunwin Stevia International Inc.

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