

Europe Stevia Market Report and Forecast 2024-2032

Market Report | 2024-02-05 | 159 pages | EMR Inc.

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Report description:

Europe Stevia Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Europe stevia market is projected to grow at a CAGR of 10.7% between 2024 and 2032. Aided by the rising demand for natural sweeteners and healthier food options, the market is expected to grow significantly by 2032.

Stevia, a natural sweetener derived from the leaves of the *Stevia rebaudiana* plant, has gained significant traction in Europe due to its zero-calorie content and ability to maintain blood sugar levels. Its widespread use spans various products, including beverages, dairy, confectionery, and bakery items.

The increasing health consciousness among European consumers is a major driver of the Europe stevia market growth. With a growing emphasis on reducing sugar intake and preventing health issues like obesity and diabetes, Stevia has emerged as a preferred alternative to traditional sugar and artificial sweeteners.

Moreover, the trend towards natural and organic products further propels the demand for stevia. Consumers are increasingly seeking clean-label products with fewer artificial ingredients, and stevia fits well within this preference, offering a natural, plant-based sweetening option.

The European Union's regulations on food additives and sugar reduction targets also influenced the Europe stevia market outlook. These regulations promote the use of natural sweeteners like stevia in food and beverage products, thereby encouraging market growth.

The future of the stevia market looks promising, with continued growth expected due to the rising demand for natural, healthier sweetening alternatives. Innovations in product formulations and the introduction of stevia in various food and beverage products is further likely to aid the Europe stevia market demand.

The stevia market in Europe is poised for steady growth, driven by the increasing consumer demand for natural sweeteners, health-conscious trends, and supportive regulations. The market's development will depend on addressing the challenges of consumer education and competition, while capitalising on the opportunities presented by changing consumer preferences and health trends.

Market Segmentation

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The market can be divided based on extract type, application, and country.

Market Breakup by Extract Type

- Leaf
- Powder
- Liquid

Market Breakup by Application

- Food and Beverages
- Oral Care
- Pharmaceuticals
- Dairy
- Others

Market Breakup by Country

- Germany
- United Kingdom
- France
- Italy
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Europe stevia market. Some of the major players explored in the report by Expert Market Research are as follows:

- HSWT France SAS
- Cargill, Incorporated
- Tate & Lyle PLC
- Archer Daniels Midland Company
- Ingredion Incorporated
- Stevial
- Others

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