Stevia Ingredient & Retail Products Market by Ingredient (Rebaudioside A, Stevioside); by Extract (Liquid, Powder, Leaves); by End-use - Forecast (2015-2020)

Description: The global Stevia market has been analyzed with respect to different parameters such as demand, supply, end-users and providers of stevia based products. The Stevia market has been categorized based on key ingredients (active compounds), type of extract and end-use application. On the basis of Ingredient the report is segmented into Reb A and Stevioside, by type of extracts it is segmented into Liquid, Powder and leaves. End-use application of Stevia market mentioned in the report are table top, dressing and surface foods, confectionery, beverages, dairy foods, bakery, dietary supplements, snacks, and packaged goods. The overall market is also presented from the perspective of different geographic regions and the key countries in each region. The market has been segmented into four regions: North America, Europe, Asia-pacific and Rest of the World. Major markets for stevia are analyzed for each region with market share analysis and regulations.

Few key player profiled in the report are
PureCircle (U.S.),
Cargill Inc. (U.S.),
GLG LifeTech (Canada),
Tate & Lyle (U.S.)
SunwinStevia (China),

All of these companies together held a major market share in 2014. These companies have strong tie ups with food and beverage manufacturers as well as considerable brand image among the consumers. Other major players in the market include Stevia Corp (U.S.) and Ingredion Inc. (U.S.) with its brand ENLITEN.

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