

ERYTHRITOL & STEVIA MARKETS AND USES

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, CPL Business Consultants was engaged by a global FMCG company to provide a market update for erythritol and stevia. The client was interested in partnering with a stevia producer, and CPL was able to advise on the best companies to work with.

OBJECTIVE

The purpose of this study was to assist our client in updating its understanding of the present market for erythritol and the ongoing situation in stevia. CPL sought to identify the users of erythritol in the food & beverage sectors and to try to prioritise by listing the top 10 users. The focus was on global companies.

A second objective was to investigate suppliers' capacities and prices for rebaudioside A/stevia and to provide our client with some insight and recommendations on the best company with which to work.

Our client wished to have information on aspects of erythritol, as shown below:

- World market demand: Volumes, Value, Growth (CAGR) & Future Forecasts
- Geographical Division: EU, US and ROW
- Applications Division: Food & Beverages
- List of Users: Top Ten highlighted, focus on global companies

For stevia, the focus was on suppliers, their capacities and prices.

METHODS

CPL consulted with a group of individuals who were intimately linked to erythritol and stevia products over many years. For some of these, their involvement had ended, and they are in other employment but still with contacts within the relevant sweetener business. Others were presently in positions of some responsibility still within these organisations, being retained as consultants. These contacts are unnamed in the report.

Public sources were also used for much of the 'hearsay' information about both products. In addition, we used other database resources and obtained all the product launches worldwide for erythritol and stevia derivatives over a defined time period.

Click to see [the contents of the study](#) or look below for an outline.

TABLE OF CONTENTS**Objective and Method****Short Answers to Client's Questions****Principal Findings and Conclusions**

- Erythritol Market and Current Situation
- Stevia Derivatives Market and Current Situation
- Erythritol and Rebaudioside in Products
 - Beverages- Volume, Price and Cost
 - Tabletop – Volume, Price and Cost
 - Other Applications

Conclusions and Recommendations**Erythritol**

- Erythritol Product launches
 - By country, category, year and company
- Erythritol Markets
 - Players
 - Volume and Production Expansion
 - Market Value and Growth (GAGR)
 - Technical Challenges
 - Regulations
 - Potential Customers
 - Applications
 - Safety
- Market Data Analysis for Erythritol
 - Sales and Price Projections
 - Market shares
 - Applications
 - Benefits
- Patents
 - Beverages
 - Food

- Technical Analysis of Erythritol
- Applications Functionality of Erythritol
 - Beverages
 - Sugar free and/or diabetic chocolate
 - Sugar free, low calorie and/or diabetic ice cream
 - Yoghurts and dairy products
 - Bakery
 - Confectionery
 - Dietary supplements
 - Functionality and Competing Products in Food
 - Potential Uses for Erythritol
- For and Against
 - Benefits
 - Dis-benefits
 - Physiological issues in consumption
- 6 Chinese Companies Claiming to Make Erythritol
- 11 Contacts in Companies using Erythritol

Stevia

- 11 Producers and Capacities
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 - Food – Stevia and Rebaudioside
 - Beverages – Stevia and Rebaudioside
- 7 Contacts in Stevia Companies

Contact Reports on Erythritol and Stevia

- 12 contacts

News

- 18 News Articles for Erythritol
- 28 Commercial Articles for Stevia
- 3 Regulatory Articles for Stevia
- 2 Technical Articles for Stevia
- 4 Other articles

Appendices

15 Tables

13 Figures

Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).