

ERYTHRITOL & STEVIA MARKETS AND USES

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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.

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Objective and Method

Short Answers to Client's Questions

Principal Findings and Conclusions

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- Stevia Derivatives Market and Current Situation
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 - 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
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 - Players
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 - Potential Customers
 - Applications
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 - Food

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News

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

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