

Market Research of Stevia in China

The Ninth Edition

July 2021

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Kcomber Inc.

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1. Introduction

Market Research of Stevia in China, finished in July 2021, is CCM's ninth edition report on China's stevia sweetener industry. This intelligent report attaches importance to the following parts:

- Stevia planting, stevia leaf output and price in China
- Stevia sweetener production, price, export and consumption in China
- Government policies on stevia sweetener usage in China
- Stevia sweetener market cycle analysis and forecasts in China.

2. Approach for this report

This report is based on data collected with diverse methods, which are listed as follows:

Desk research

This includes access to published magazines, journals, government, industry and customs statistics, association seminars as well as information from the Internet. A lot of work has gone into the compilation and analysis of the obtained information. When necessary, information has been checked with stevia industry participants and specialists regarding stevia planting, industrial data, production cost, production technology, market price, industrial development trend, downstream industries application and policies. Data collected and compiled are variously sourced from:

- CCM's database
- Published articles from periodicals, magazine, journals and third party database
- Statistics from governments and international institutes
- Customs statistics
- Comments from industrial experts on various platforms
- Information from the Internet

Methods and sources for different segments of the industry

- Stevia planting and stevia leaf output: Interviews with stevia planting cooperatives and stevia sweetener producers
- Stevia sweetener extraction and purification: Interviews with stevia sweetener producers & trade data from China Customs
- Stevia consumption: Interviews with stevia sweetener producers & trade data from China Customs

Telephone interview targets

- Stevia planters and stevia planting cooperatives
- Key stevia sweetener producers and traders
- Typical stevia sweetener consumers from major end users
- Associations involved and industrial experts

Data compilation and crosscheck

Data obtained from various sources have been combined and cross-checked to ensure that this report is as accurate and methodologically sound as possible.

3. Executive summary

Stevia sweetener industry in China consists of three segments, namely stevia planting, stevia sweetener processing and stevia sweetener consumption, involving hundreds of thousands of players including stevia farmers, stevia leaf traders, stevia sweetener producers, traders and end users. The whole industry is still at its growing stage in China, as well as in most overseas countries.

Focuses of China's stevia sweetener industry from 2017 to 2020:

- From 2017 to 2020, the price of stevia leaf in China generally declined with fluctuations. 2018 was in the best market condition that the price reached the peak at USDXXX/t. Since that, it showed a XXX trend year by year and in 2020 the COVID-19 XXX to USDXXX/t, over XXX% drop from 2018 level.

- The stevia planting area from 2017 to 2020 also XXX in general with XXX in 2020. Major planting regions shift to North China and Northwest China. Gansu has remained the No.1 stevia planting region while Heilongjiang saw the area plummeted at a CAGR of XXX% in this period.

- There are over XXX stevia sweeteners producers or processors in China, distributed in about 13 provinces/regions including Shandong, Jiangsu, Jiangxi, Anhui, Hebei, Heilongjiang, Guangxi, Xinjiang, Gansu, Henan, Inner Mongolia, Zhejiang, and Guangdong.

- The production of stevia sweeteners in China has kept increasing from 2017 to 2020, and the output reached over XXX tonnes in 2020, with a CAGR of XXX%.

- Top three destinations of China's stevia sweeteners, including the US, Malaysia and South Korea, kept unchanged in 2017–2019, with their combined volume of XXX tonnes in 2017, XXX tonnes in 2018 and XXX tonnes in 2019 respectively.

- In China, stevia sweeteners are mainly applied in beverages, food, and health products.

4. What is in the report?

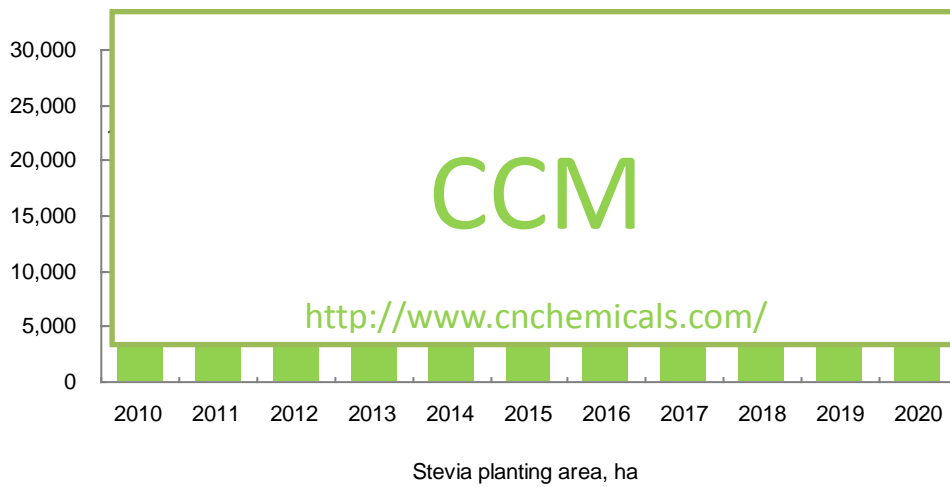
Note: Key data/information in this sample page is hidden, while in the report it is not.

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2 Stevia planting in China

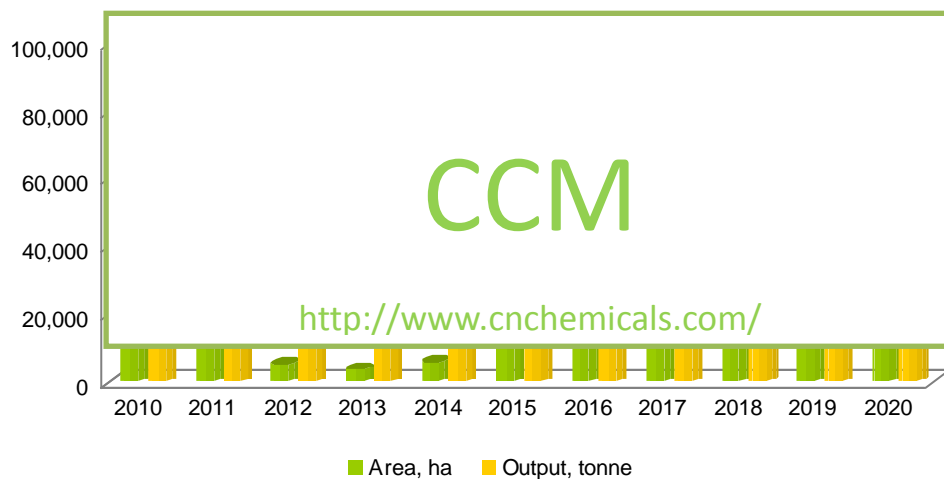
2.1 Stevia leaf supply and planting area

Figure 2.1-1 Stevia planting area in China, 2010–2020



Source: CCM

Figure 2.1-2 Stevia planting area and stevia leaf output in China, 2010–2020



Source: CCM

2.2 Geographic distribution of stevia planting



Source: CCM

2.5 Stevia leaf price changes in recent years

Table 2.5-1 Prices of stevia leaves in China, 2017–2020

Year	Average price, RMB/kg	Average price, USD/kg
2017	XXX	XXX
2018	XXX	XXX
2019	XXX	XXX
2020	XXX	XXX

Note: The average price of stevia leaves in 2020 is mainly based on prices from Jiangsu, Anhui and Gansu.

Source: CCM

3 Stevia sweetener production in China

3.1 Production of stevia sweeteners by product grade

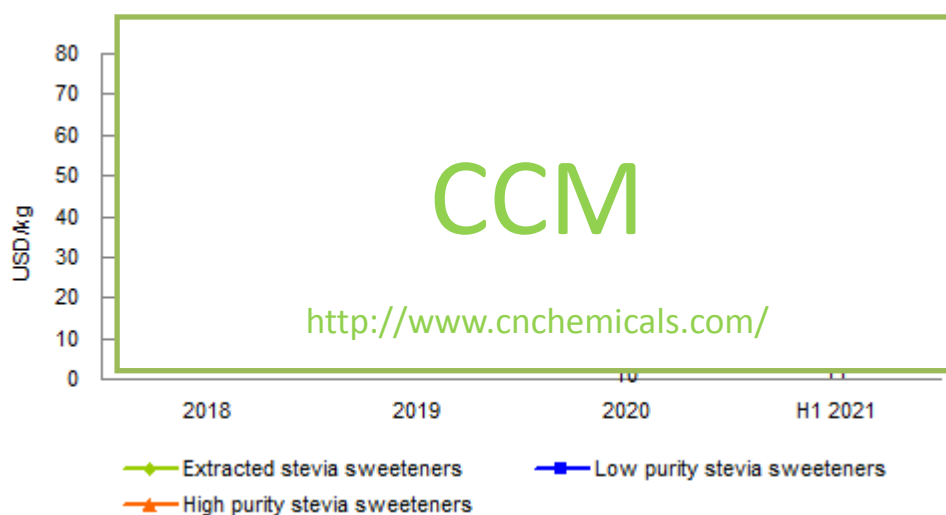
Table 3.1-1 Capacity and output of stevia sweeteners in China, 2017–2020

Year	Capacity, t/a	Output, tonne			
		Extracted stevia sweeteners	Low purity stevia sweeteners	High purity stevia sweeteners	Total
2017	XXX	XXX	XXX	XXX	XXX
2018	XXX	XXX	XXX	XXX	XXX
2019	XXX	XXX	XXX	XXX	XXX
2020	XXX	XXX	XXX	XXX	XXX

Source: CCM

3.2 Prices of stevia sweeteners

Figure 3.2-1 Annual average market price of stevia sweeteners by product grade in China, 2018–H1 2021



Note: The price of each grade of stevia sweeteners is the average price of all specifications in that grade.

High purity stevia sweeteners here refer specifications from RA80-90, while RA95 and above are not included.

Source: CCM

3.3 List of major stevia sweetener producers

Table 3.3-2 Capacity of top ten stevia sweetener producers in China, 2017–2020

No.	Producer	Capacity, t/a			
		2017	2018	2019	2020
1	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX
2	PureCircle Jiangxi	XXX	XXX	XXX	XXX
3	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX
4	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX
5	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX
6	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX
7	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX
8	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX
9	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX
10	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX
Others		XXX	XXX	XXX	XXX
National total		XXX	XXX	XXX	XXX
Share of top 10		XXX	XXX	XXX	XXX

Note: Ganzhou Julong High-tech Industrial Co., Ltd., which has a production capacity of 4,000 t/a stevia sweeteners, stopped production in 2019 due to poor management, resulting in a decreased in the total production capacity of stevia sweeteners in 2019. Source: CCM

3.4 Analysis of key stevia sweetener producers 2019–2020

3.4.1 PureCircle (Jiangxi) Co., Ltd.

Table 3.4.1-1 Stevia sweetener production of PureCircle Jiangxi, 2018–2020

Year	Capacity, t/a	Output, tonne	
		Extracted stevia sweeteners	Purified stevia sweeteners
2018	XXX	XXX	XXX
2019	XXX	XXX	XXX
2020	XXX	XXX	XXX

Source: CCM

Table 3.4.1-2 Exports of PureCircle Jiangxi's stevia sweeteners, 2017–2019

Year	Export volume, tonne	Export value, USD
2017	XXX	XXX
2018	XXX	XXX
2019	XXX	XXX

Source: China Customs, CCM

4 Stevia export in 2019

Table 4-1 China's exports of stevia sweeteners, 2010–2019

Year	Volume, tonne	Value, USD	Price, USD/t
2010	XXX	XXX	XXX
2011	XXX	XXX	XXX
2012	XXX	XXX	XXX
2013	XXX	XXX	XXX
2014	XXX	XXX	XXX
2015	XXX	XXX	XXX
2016	XXX	XXX	XXX
2017	XXX	XXX	XXX
2018	XXX	XXX	XXX
2019	XXX	XXX	XXX

Source: China Customs, CCM

Table 4-2 Key destination countries/regions of China's stevia sweeteners, 2019

No.	Country/region	Extracted stevia sweetener		Purified stevia sweetener		Value, USD
		Volume, tonne	Price, USD/t	Volume, tonne	Price, USD/t	
1	The US	XXX	XXX	XXX	XXX	XXX
2	XXXXXX	XXX	XXX	XXX	XXX	XXX
3	XXXXXX	XXX	XXX	XXX	XXX	XXX
4	XXXXXX	XXX	XXX	XXX	XXX	XXX
5	XXXXXX	XXX	XXX	XXX	XXX	XXX
6	XXXXXX	XXX	XXX	XXX	XXX	XXX
7	XXXXXX	XXX	XXX	XXX	XXX	XXX
8	XXXXXX	XXX	XXX	XXX	XXX	XXX
9	XXXXXX	XXX	XXX	XXX	XXX	XXX
10	XXXXXX	XXX	XXX	XXX	XXX	XXX
11	XXXXXX	XXX	XXX	XXX	XXX	XXX
12	XXXXXX	XXX	XXX	XXX	XXX	XXX
Other 80 countries/regions		XXX	XXX	XXX	XXX	XXX
Total		XXX	XXX	XXX	XXX	XXX

Source: China Customs, CCM

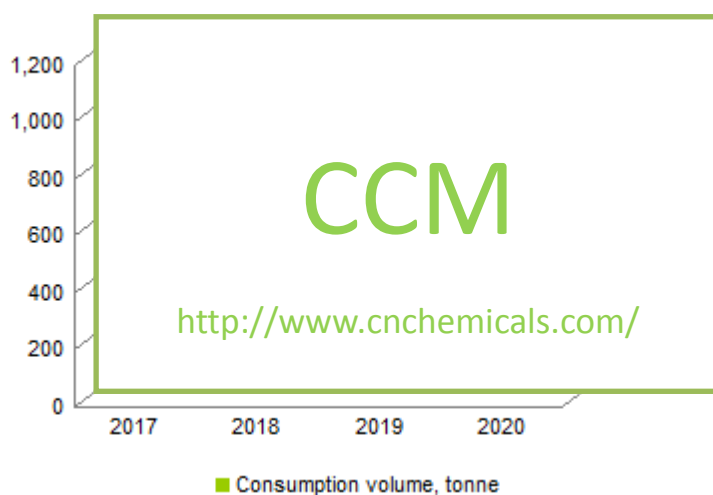
Table 4-3 Key exporters of China's stevia sweeteners, 2019

No.	Company	Extracted stevia sweetener		Purified stevia sweetener		Value, USD
		Volume, tonne	Price, USD/t	Volume, tonne	Price, USD/t	
1	PureCircle (Jiangxi) Co., Ltd.	XXX	XXX	XXX	XXX	XXX
2	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
3	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
4	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
5	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
6	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
7	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
....	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
....	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
...	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
14	XXXXXXXXXXXXXXXXXXXX	XXX	XXX	XXX	XXX	XXX
Other over 290 companies		XXX	XXX	XXX	XXX	XXX
Total		XXX	XXX	XXX	XXX	XXX

Source: China Customs, CCM

5 Consumption of stevia sweeteners in China 2020

Figure 5-1 Consumption volume of stevia sweeteners in China, 2017–2020



Source: CCM

5.5 Major end users of stevia sweeteners in China

Table 5.5-1 List of some major end users of stevia sweeteners in China, 2020

No.	Industry	Company	Brand	Product
1	Food	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
2	Food	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
3	Food	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
4	Food	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
5	Food	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
6	Beverage	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
7	Beverage	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
8	Beverage	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
9	Beverage	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
10	Beverage	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
11	Health product	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
12	Health product	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
13	Health product	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
14	Pharmaceutical	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
15	Pharmaceutical	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
16	Pharmaceutical	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX
17	Daily chemical	XXXXXXXXXXXXXXXXXXXXXX	XXXXX	XXXXXXXXXXXXX

Source: CCM

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