

# **Market and Producers of Stevia Sweeteners in China**

**The First Edition**

**July 2016**

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## 1. Introduction

From 2011 to Q3 2015, the stevia sweetener industry has experienced fluctuation. For the upstream, both the price and planting area of stevia leaves declined from 2011 to 2013. For the production of stevia sweeteners, the average annual market price and output were unstable. From 2011 to 2013, both price and output decreased. For the consumption, there's something different from domestic sales and exports. In China, it showed an increasing trend from 2011 to 2014 with a sales volume. In order to find out what is going on in China's stevia sweetener market, CCM has done deep research on China's stevia sweetener industry.

In this report, you can not only obtain supply and demand of different grades of stevia sweetener, but also enjoy insight analysis of influencing factors. Also, deep company research on major stevia sweetener producers in China is unfolded to you here. With high RA stevia sweeteners being paid increasing attention to, more high RA information has been included.

The report will show China's stevia sweetener market from the following aspects,

- Capacity and output of stevia sweetener in China, 2011-Q3 2015
- Key producer research of stevia sweetener in China
- Price analysis on stevia sweetener in China
- Consumption of stevia sweetener in China 2011-2014
- Forecast on China's stevia sweetener market to 2019
- Policy analysis of stevia sweetener in China

## 2. Approach for the report

This report has been drafted by diverse methods which are as follows,

### ✓ **Desk research**

There are various sources of desk research, including published magazines, journals, government statistics, industrial statistics, 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, checks have been made with Chinese suppliers regarding market information such as key producers, key end users, production and demand.

### ✓ **Telephone interviews**

CCM has carried out extensive telephone interviews in order to survey the Market and Producers of Stevia Sweeteners in China.

Interviewees include:

- Key producers
- Key traders
- Banks
- Associations

- Experts

✓ **Network research**

CCM contacted players in the industry through B2B websites and software. CCM also obtained registration information via the network.

The data collected and compiled is sourced from:

- CCM's database
- Published articles from periodicals, magazines and journals, and third-party databases
- Statistics from governments and international institutes
- Telephone interviews with domestic producers, service suppliers, governments, etc.
- Third-party data providers
- Customs statistics
- Comments from industrial experts
- Professional databases from other sources
- Information from the internet
- Enterprises' annual reports

Data from various sources has been combined and cross-checked to make this report as precise and scientific as possible. Throughout the process, a series of internal discussions took place in order to analyze the data and draw conclusions from them.

### **3. Executive summary**

✓ **Overview of stevia industry in China**

From 2011 to Q3 2015, the stevia sweetener industry has experienced fluctuation.

For the upstream, both the price and planting area of stevia leaves declined from 2011 to 2013. The price fell from XXXX in 2011 to XXXX in 2013 and the planting area XXXX greatly from XXXX hectares in 2011 to XXXX hectares in 2013. Nevertheless, the price and planting area XXXX in 2014.

For the production of stevia sweeteners, the average annual market price and output were unstable. From 2011 to 2013, both price and output decreased. Take the high grade stevia sweetener products (RA over 95%) for example, the price fell from XXXX to XXXX. Besides, the output decline from XXXX tonnes to XXXX tonnes. From 2014 to H1 2015, the price and output increased. However, the price started to drop again, nearly reaching a XXXX point at about XXXX from H1 2015 to Q3 2015.

In addition, the total capacity and capacity utilization rate of stevia sweeteners (including high grades and low ones) in China kept stable from 2011 to Q3 2015. The capacity was about XXXX with a capacity utilization rate of about XXXX.



For the consumption, there's something different from domestic sales and exports. In China, it showed an XXXX trend from 2011 to 2014 with a sales volume from XXXX tonnes to XXXX tonnes. As for export volume, it declined from 2011 to 2013 but turning to increase in 2014. Most of them were used in food, beverage and medicine industries. It's expected that the total consumption of stevia sweeteners would keep stable in 2015.

✓ **Key producers**

Sunwin Stevia International, Inc. is a listed company. At present, the company's stevia sweetener business has taken up over XXXX of its total revenue. Besides, there is no marketing department in the company, which would affect their development in the future.

XXXX Co., Ltd. has its own trading company and the stevia sweetener products are mainly selling abroad. In 2014, the output of its stevia sweetener products with RA over 95% was XXXX tonnes.

XXXX Co., Ltd. has a large inventory of stevia leaves at about XXXX to XXXX tonnes. In the last few years, the company's stevia sweetener products run at a loss and it earned money from other products to compensate for stevia sweeteners.

XXXX Co., Ltd. is facing serious financial problem because they have a high debt ratio. Besides, the company's RA98% stevia sweetener products were widely used in many famous food and beverage industries.

In addition, XXXX Co., Ltd. has a XXXX capacity of high RA products. As an exclusive supplier for Cargill, XXXX Corp. has a large output since 2011. XXXX Co., Ltd. restarted production after reconstructing wastewater treatment equipment as of Sept., 2015.

✓ **Forecast on China's stevia sweetener market in 2015-2019**

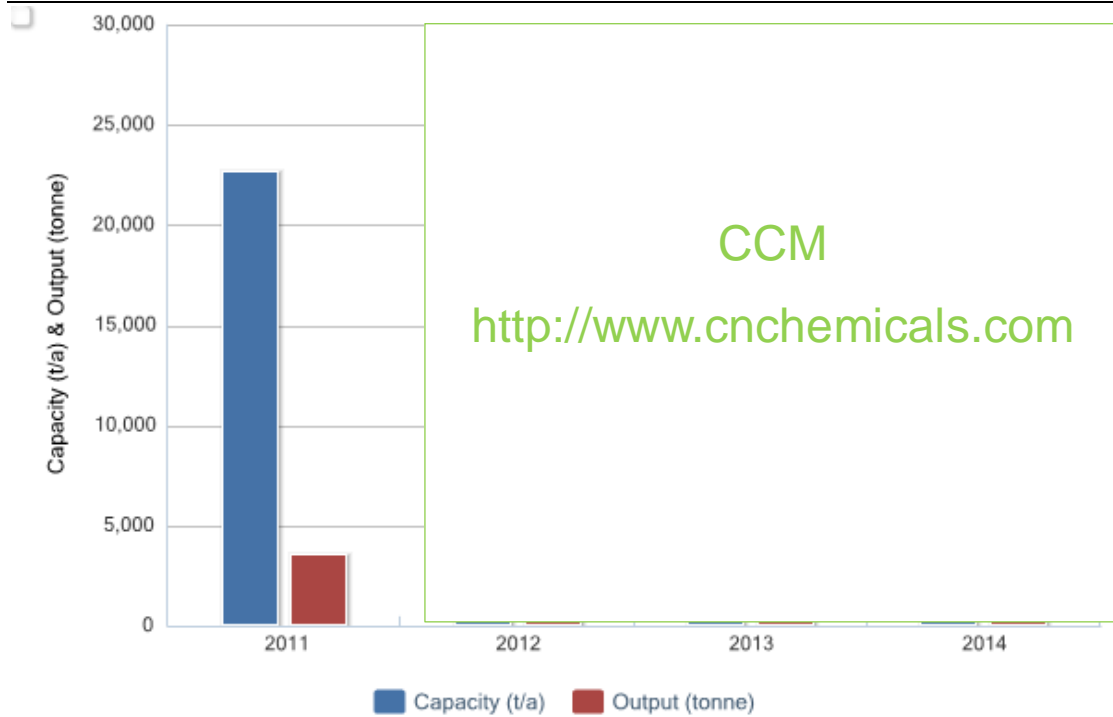
From 2015 to 2019, it's expected that it would also have a XXXX. 2017 or 2018 may be a XXXX and the stevia sweetener industry may enter to a new cycle.

In general, policy, nature, and zero calories are the advantages of stevia sweeteners. The *National Food Safety Standards of Food Additives Using Standard (GB2760-2014)* and the *National Food Safety Standards of Food Additives - Steviol glycosides (GB 8270-2014)* were implemented in 2015. It's believed that the total demand would keep stable in the next few years. Price, bitter taste, stevia leaves supply and other competitive sweeteners products (aspartame, acesulfame-K and sucralose, etc.) also have great influences on stevia sweeteners. The enterprises should adjust their production according to the market conditions.

**4. What's in this report?**

Figure 1.1.1.2-1 Capacity and output of stevia sweeteners in China, 2011-2014





Source: CCM

Table 1.1.1.2-2 Output of different grades of stevia sweeteners in China, 2011-Q3 2015, tonne

Year	Low-grade stevia sweeteners	RA40-60%	High grade stevia sweeteners	RA95% and above	Total
2011	XXXX	XXXX	XXXX	XXXX	XXXX
2012	XXXX	XXXX	XXXX	XXXX	XXXX
2013	XXXX	XXXX	XXXX	XXXX	XXXX
2014	XXXX	XXXX	XXXX	XXXX	XXXX
Q3 2015	XXXX	XXXX	XXXX	XXXX	XXXX

Source: CCM



2014, tonne

Product grade	Food	Beverage	Medicine	Others
SG60	XXXX	XXXX	XXXX	XXXX
SG80	XXXX	XXXX	XXXX	
SG40	XXXX	XXXX	XXXX	
SG90	XXXX	XXXX	XXXX	
Steviosin (SG95+)	XXXX	XXXX	XXXX	
RA80%	XXXX	XXXX	XXXX	
RA95%	XXXX	XXXX	XXXX	
Others	XXXX	XXXX	XXXX	
<b>Total</b>	XXXX	XXXX	XXXX	XXXX

Source: CCM

Figure 1.2.3.1-1 Stevia sweeteners consumed in food industry in China by application, 2014



Source: CCM

### 2.1.1.3.3 Manufacturing cost of RA95%

Table 2.1.1.3.3-1 Manufacturing cost of stevia sweeteners of RA95%, 2014

Item	Cost, USD/t	Share
Stevia dry leaf	XXXX	XXXX
Other materials	XXXX	XXXX
Macroporous adsorption resin	XXXX	XXXX
Cationic ion exchange resin	XXXX	XXXX
...	...	...
<b>Total</b>		

Source: CCM

**If you want more information, please feel free to contact us**

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