

Stevia herb's threat to sugar market

Global concerns over growing obesity is driving a backlash against sugar, with major food suppliers turning to zero-calorie stevia as an alternative. Stevia leaf extracts are up to 300 times sweeter than sugar

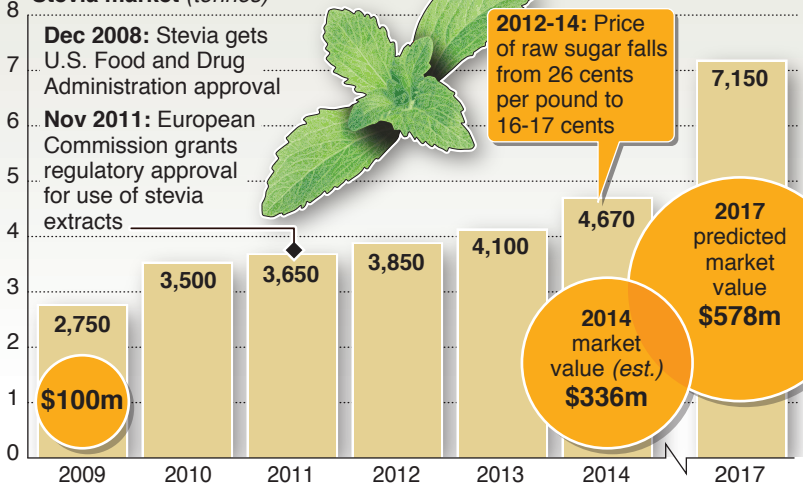
Stevia market (tonnes)

Stevia rebaudiana Bertonii

Dec 2008: Stevia gets U.S. Food and Drug Administration approval

Nov 2011: European Commission grants regulatory approval for use of stevia extracts

2012-14: Price of raw sugar falls from 26 cents per pound to 16-17 cents



Major food suppliers using stevia products

PepsiCo: Uses sugar-stevia sweetener in its **Pepsi True**

Coca-Cola: Releasing stevia-sweetened **Coca-Cola Life**

GLG Life Tech: Canada's GLG is to team up with Chinese food giant COFCO to develop stevia-based products

Merisant Co: Market leader in France with its **Pure Via** stevia sweetener

Tate & Lyle: UK-based firm has launched zero-calorie sweetener

Imperial Sugar: Produces low-calorie sugar-stevia sweeteners

