

Stevia: Supply and Demand Analysis of Reb-A

Reb-A (short for rebaudioside A, which is derived from the stevia plant) is a natural high-intensity sweetener. Although FDA banned stevia as a food ingredient in 1991, that status changed when Cargill's Truvia (a high-purity, concentrated form of Reb-A) received a "no objections" letter from FDA in 2008. Today, Truvia is one of the best-selling tabletop sweetener alternatives, and consumer awareness of the ingredient is growing.

Many food and beverage manufacturers are exploring how to add this natural high-intensity sweetener to their product lines. For the right products, Reb-A offers the chance to appeal to health-conscious consumers and contain rising sweetener costs.

Our study, *Stevia: Supply and Demand Analysis of Reb-A*, answers questions about stevia's key components, global production, major stevia refiners, stevia in the U.S. market, and more. Please contact us for more information.

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