



# The position of stevia in European and global markets

Presented at Galam Group's Stevia Seminar  
FIE Paris, November 2011

© 2011 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel



## Every day at Mintel...

---

**HABITS**  
1972



We ask over 50 questions to over 5000 consumers

**NEW PRODUCTS**  
1996



We buy over 1,200 newly launched consumer products

**DIRECT MARKETING**  
1999



We receive 2000 pieces of direct mail, 250 print advertisements, 500 banner advertisements and over 3500 emails

**MENUS**  
2004



We pick up around 60 new restaurant menus

**MARKET SIZES**  
2009



We look at what the consumer is spending in 4,000 markets across 45 countries

## Today's presentation

---

- Stevia in the context of big picture trends:
  - Health & wellness
  - Natural
- The role of stevia in new product development:
  - How prevalent is it?
  - What are the key regional differences?
  - Which categories dominate, and which see fastest growth?
- Marketing and positioning stevia extract
  - How is it communicated to the consumer?
- Conclusions and points for the future
  - Has stevia lived up to expectations in Europe and the US?
  - Where will the future growth come from?



## Health & wellness: shifting definitions

---

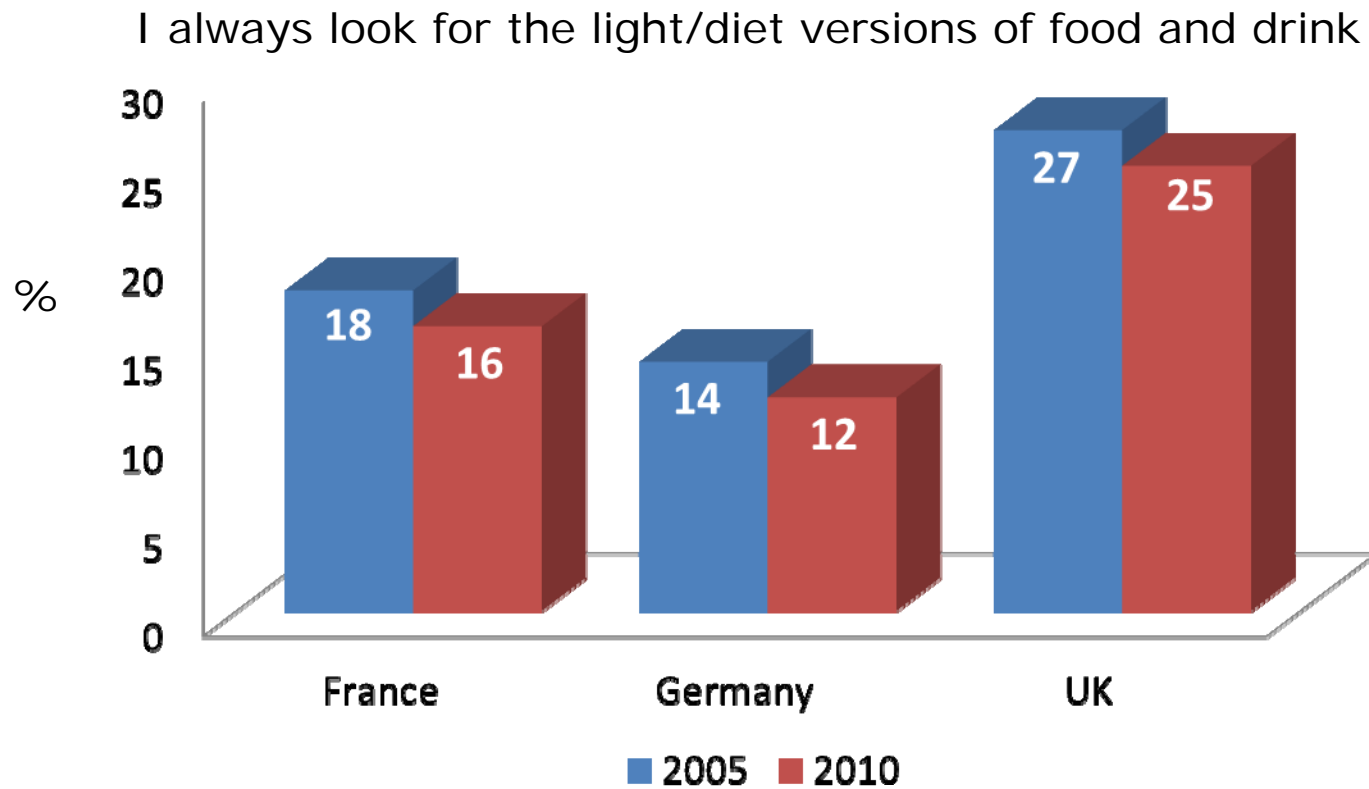
- Low-in claims remain important, but “dieting” and “weight loss” are replaced by weight management and hunger management
- Portion control is emerging in some markets as a key trend
- Focus now is on “natural” nutrition:
  - Inherent goodness, fresh, wholesome, balanced nutrition...
  - Wholegrain, superfruits, natural antioxidants from fruit or cocoa...
- “Natural” and “additive-free” become part of the consumer’s wellness vocabulary



## Health as a driver: consumers lose interest in “light” and “diet”

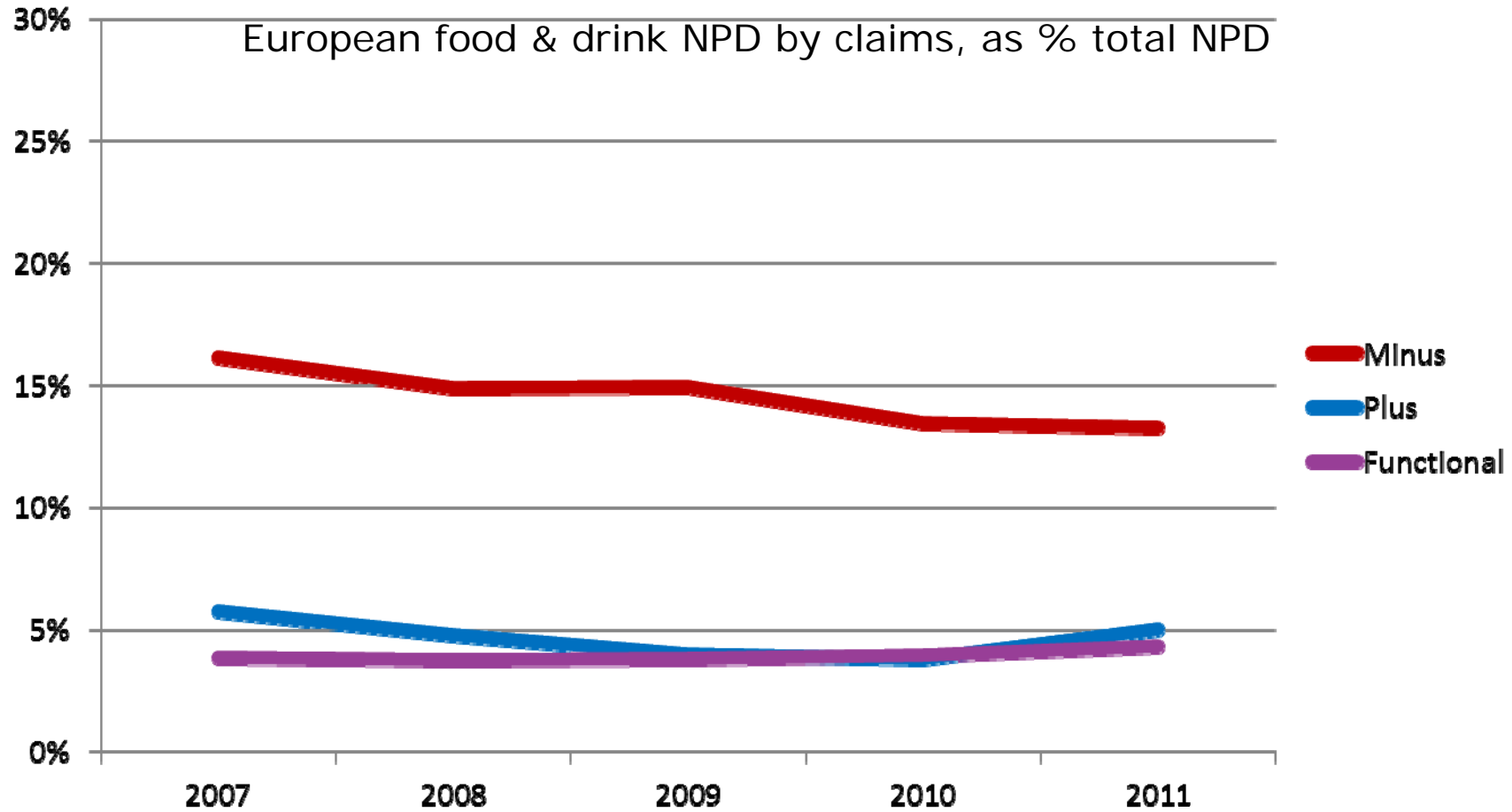
---

- Dieting is marginalised, old-fashioned...
- Consumer attitudes shift towards more positive, more inclusive, “natural” and balanced...



## Launches of health-positioned products are down...

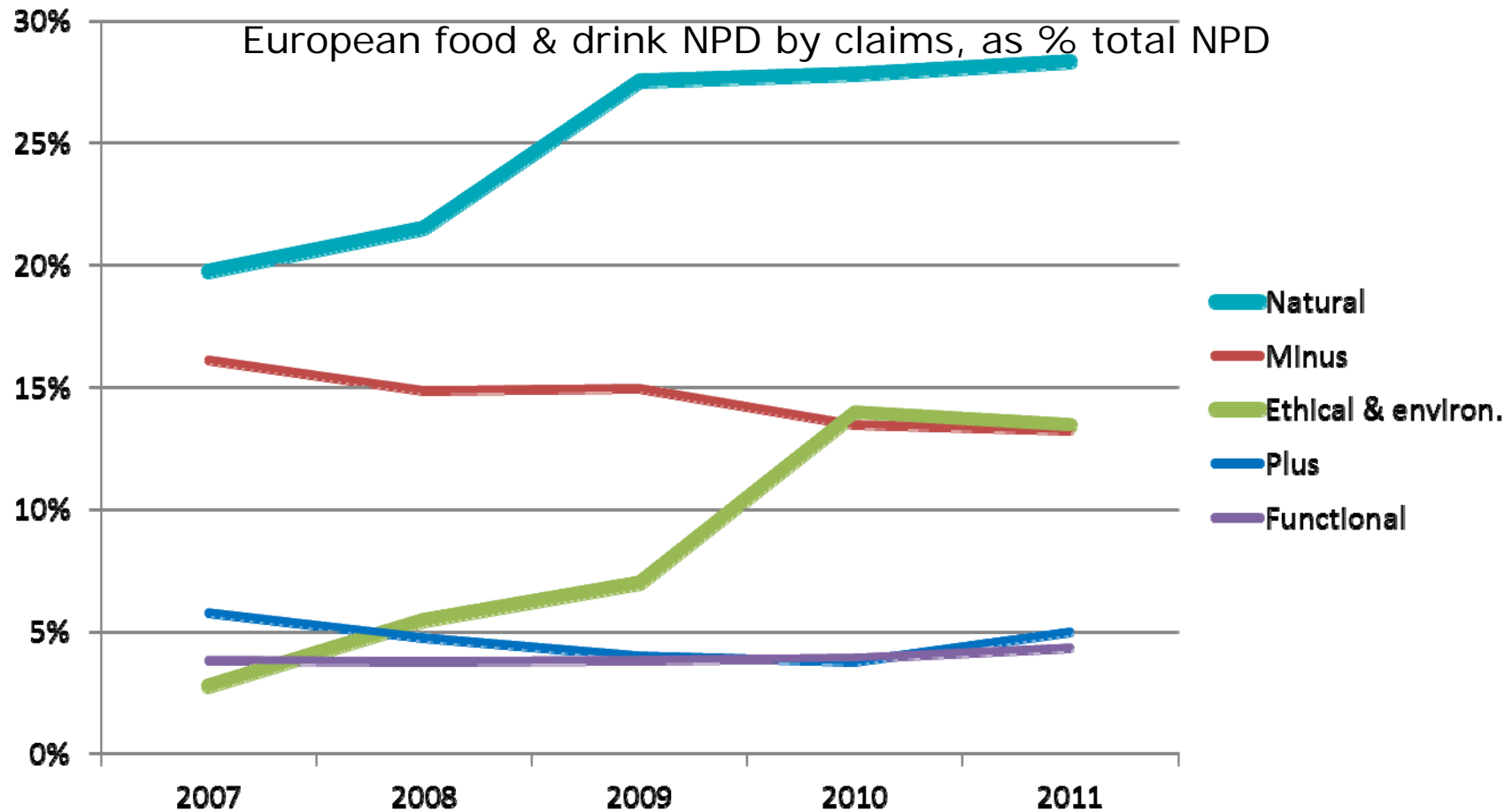
- *Industry focus on “low in” claims continues to decline*
- *Launches of functional and fortified products remain steady, but low*



Source: Mintel GNPD

## But other key claims are part of the health & wellness picture

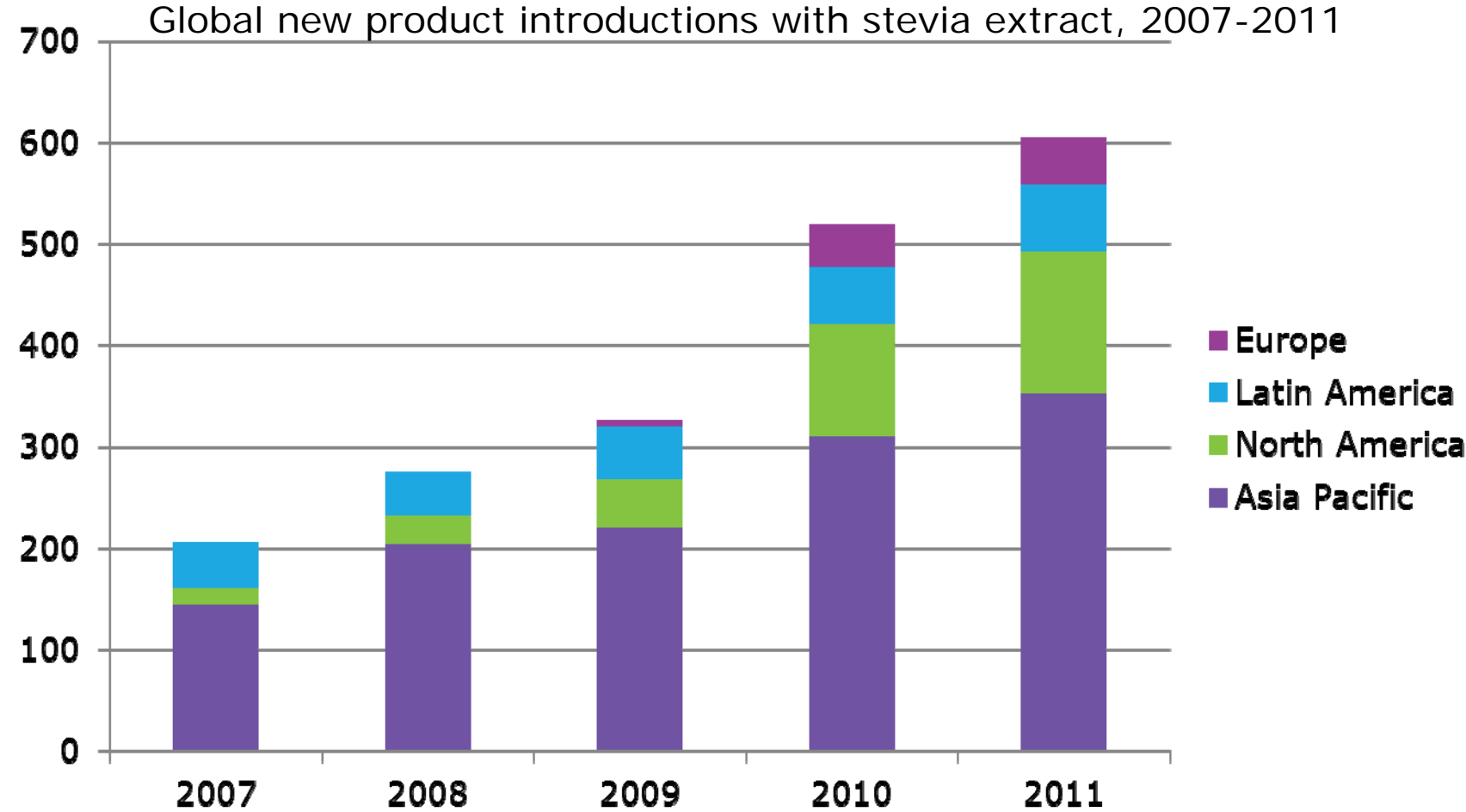
- *Ethical and environmental claims show first signs of levelling off*
- *Natural positioning claims are stable, rather than growing*



Source: Mintel GNPD

# Growth in use of stevia in new products

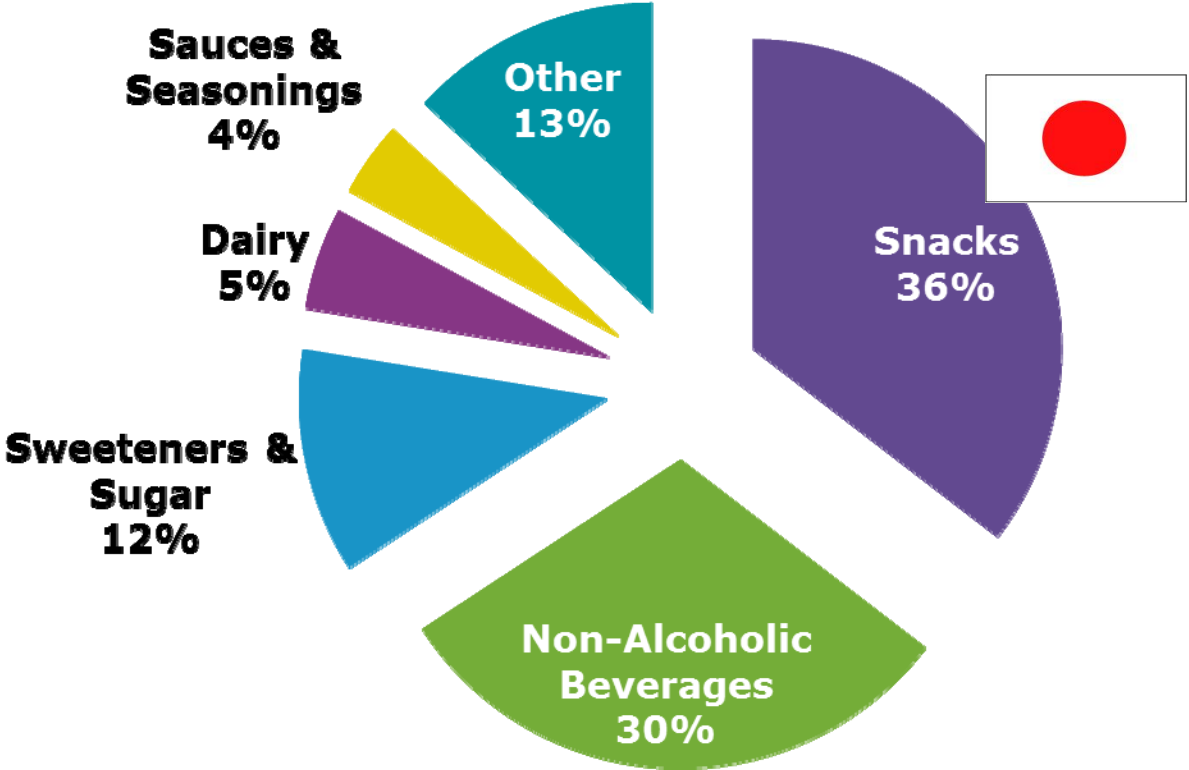
- *Activity is up in most parts of the world*



# Stevia in NPD, by category

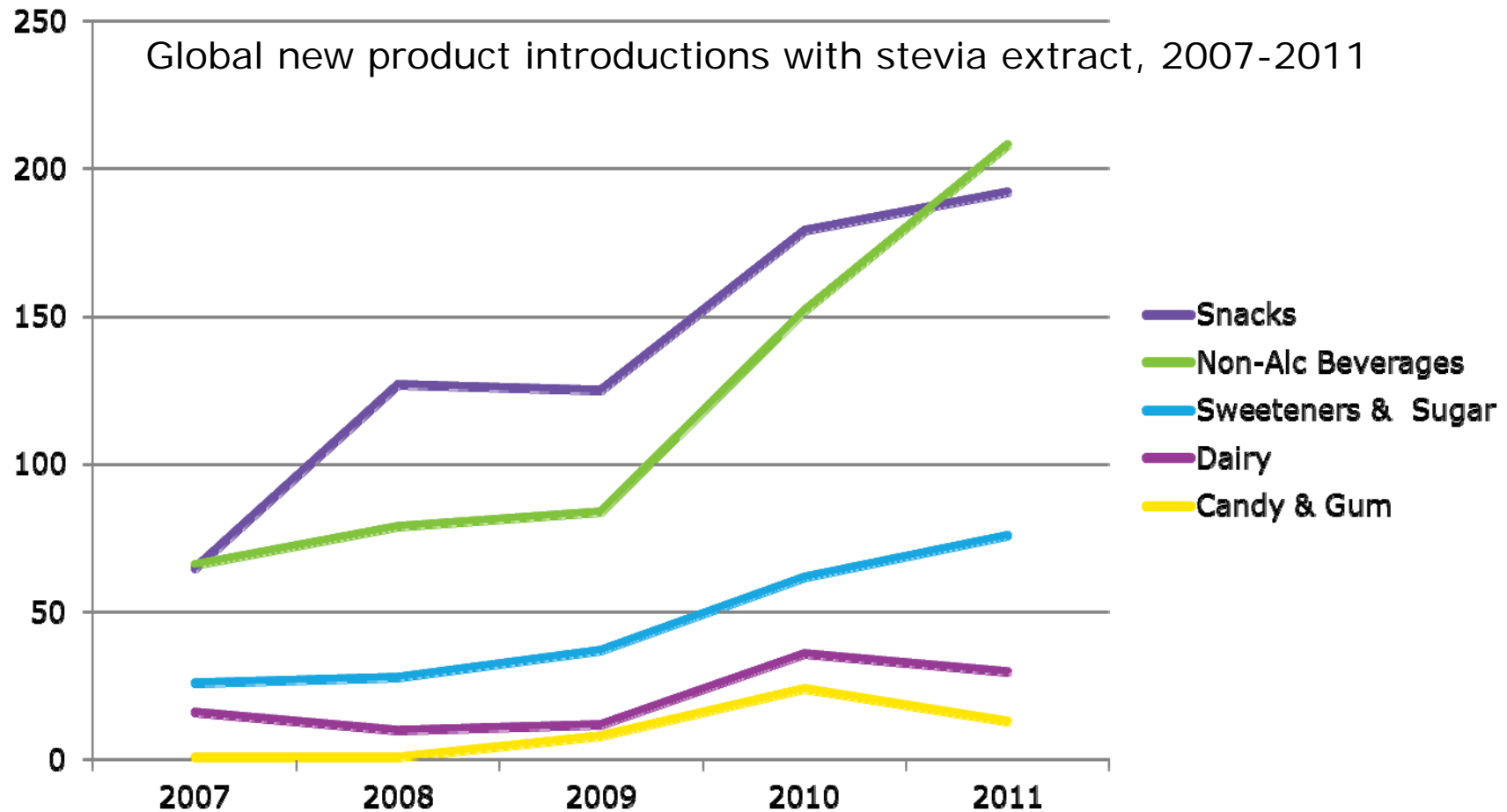
- *Two categories account for two-thirds of all NPD globally using stevia*

Global new product introductions with stevia extract, 2007-2011



## Some categories see dynamic NPD growth

- New product launches more than double in non-alcoholic beverages*



# Stevia extract in savoury snacks in Japan

## Calbee



Hee-Haw!! corn snack in spicy chili and onion flavour

## Frito-Lay



Bolognese flavour corn snack based on recipes by famous Italian cuisine chef, Tatsuya Kawagoe

# Stevia extract in sauces and yogurt in Japan

QP



Creamy Vegetable Dressing

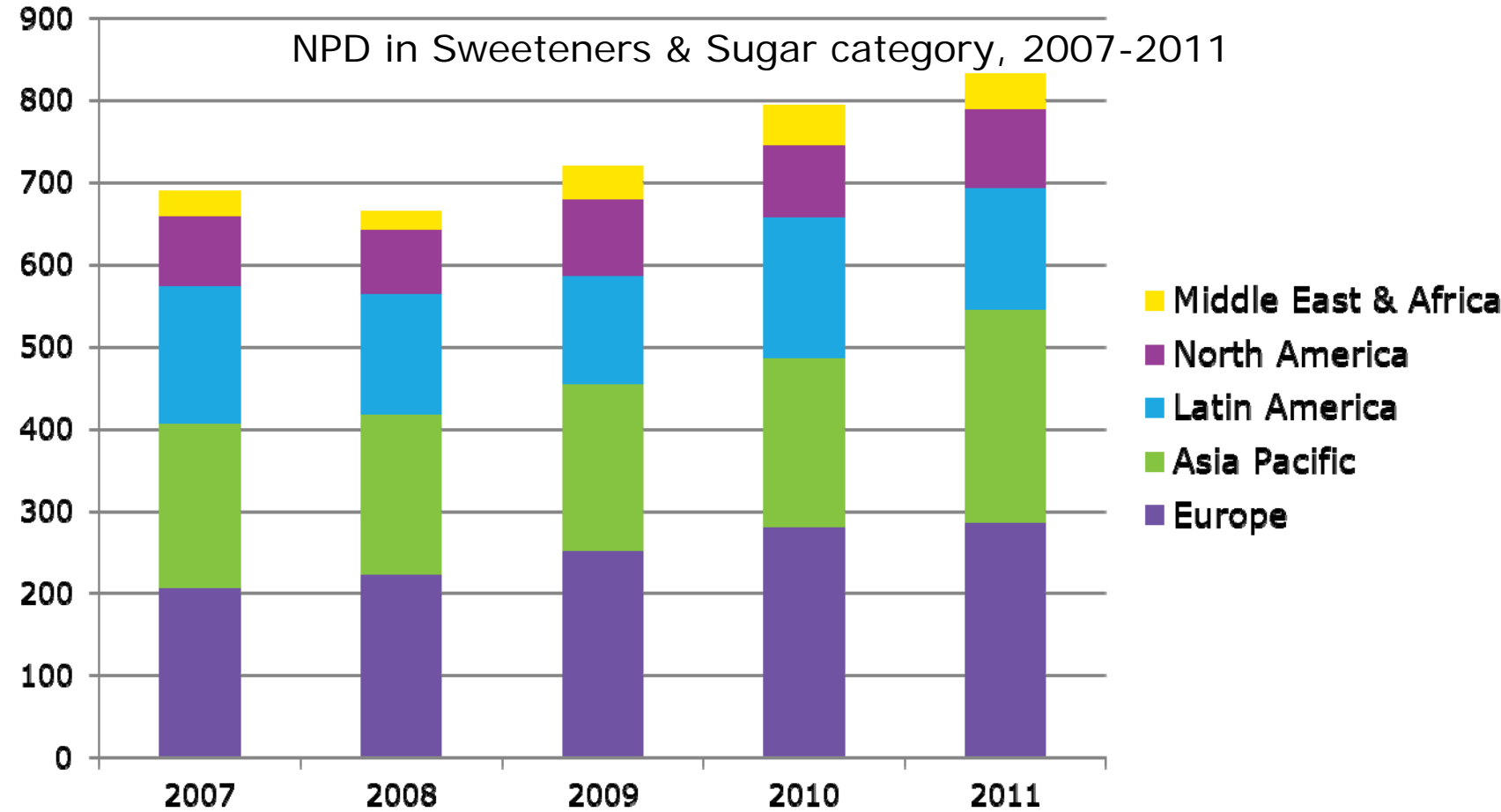
Danone



Danone Bio, fat-free, low calorie drinking yogurt

# Activity grows globally in table top sweeteners category

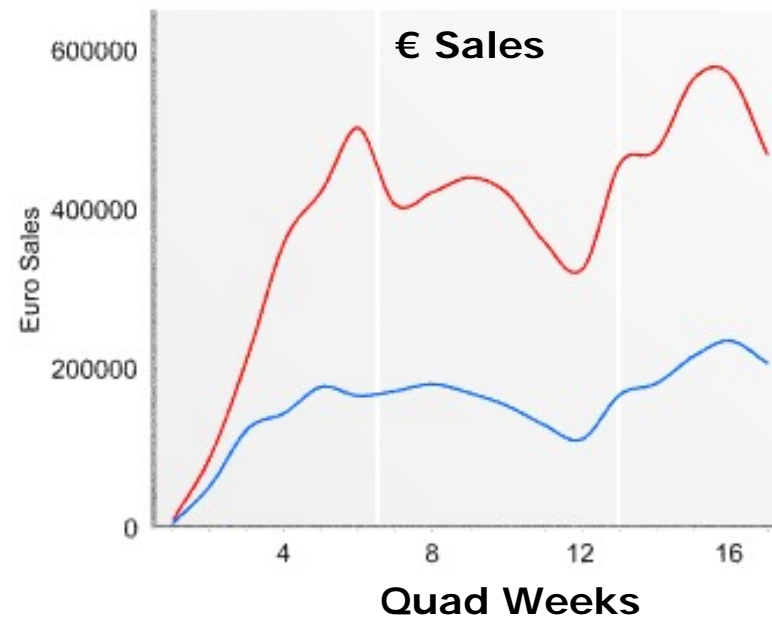
- Growth in NPD in all types of sweetener, including sugar
- Most growth in Europe, Asia-Pacific and North America



## Stevia is a key driver, especially in France



- A year after approval in France, stevia grew the sluggish table sweeteners market by **22%**
- Pure Via in France: sales of €6.2m in first year; average weekly sales €133,000, 90% distribution



## France: Stevia extract in the sweeteners category

- Different formulations, different positioning
  - But the focus is always on “natural”



Béghin Say's Ligne sugar pieces with stevia, France



Merisant's Canderel Green 0 calorie sweetener

## France: Stevia extract makes its impact in soft drinks

- Many products combine sugar and stevia extract
  - Message is reduced sugar, not sugar-free

**8%**

*Share of Fanta still with stevia in Fanta total sales*



**Fanta Still, 30% less sugar (sugar + stevia extract)**



Sep 2010



Feb 2011

**Joker Vital, "30% less sugar", not "30% fewer calories"**

## France: Stevia extract in drink concentrates

---



Teisseire 0% Sucre syrup

- Products combine stevia extract with other sweeteners
- Stevia is part of the marketing message
- Teisseire 0% Sucre syrup
- With no sugar, no calories, no colours
- Sweetened with ace-k, sucralose and stevia extract

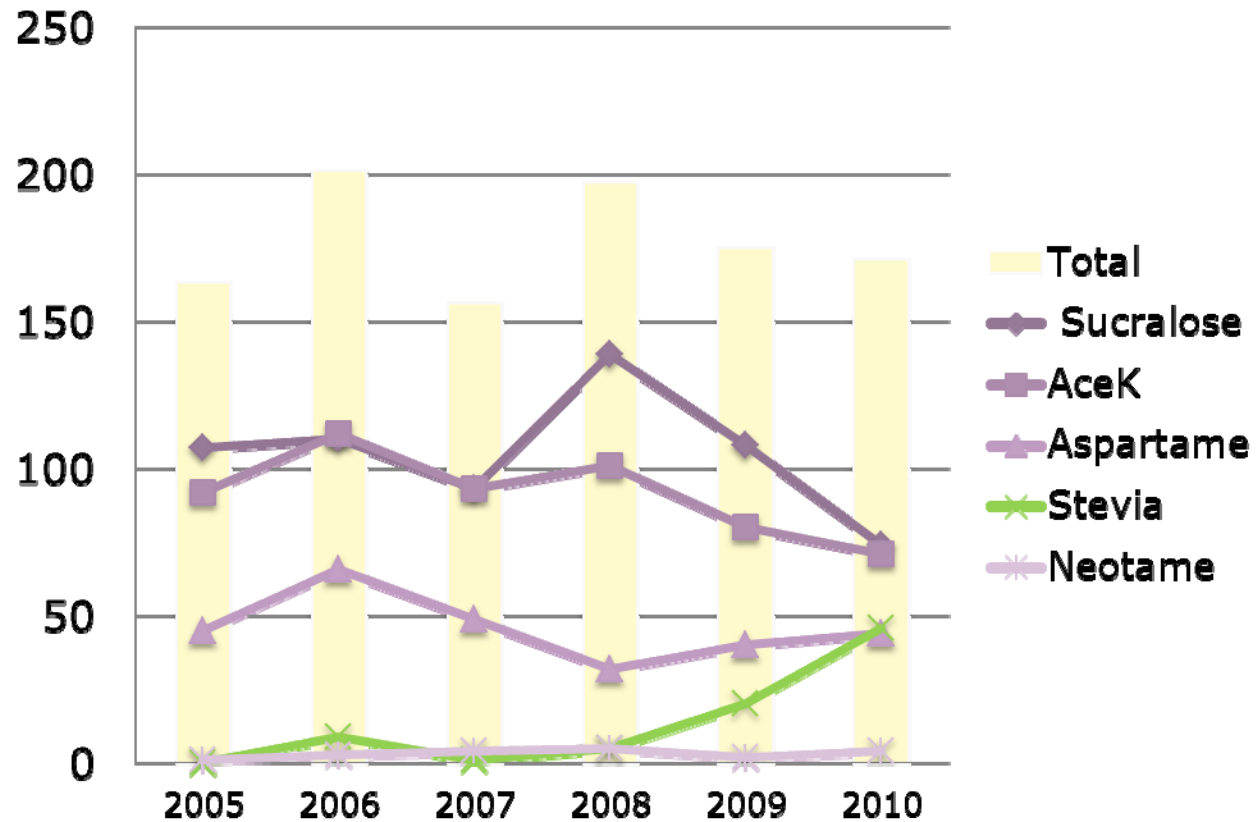
# Stevia makes its mark in the US soft drinks market

27% : Penetration of stevia in US diet soft drinks in 2010



- Tropicana Trop50, USA
- \$71m sales in 1<sup>st</sup> year

### Introductions of soft drinks in US with selected HIS



## Zero with stevia outsells the original...

---



**Glaceau Vitaminwater Zero, USA**

- An extension of the regular product, sweetened with stevia extract
- Sales have overtaken the regular range in the US
- Vitaminwater Zero has outsold Vitaminwater 10, with 10 calories (launched 2009)
- Average weekly sales: \$2.1m
- Total sales 1<sup>st</sup> year: \$110m
- Represents 2.4% share of US functional water market

## Stevia enables “100% natural” positioning

---



Lipton 100% Natural Iced Tea,  
USA

- Lipton 100% Natural Iced Tea
- Citrus, Pomegranate Blueberry, and Passionfruit Mango varieties
- Made with ingredients derived from natural sources
- No preservatives, artificial colours or flavours
- Sweetened with sugar and stevia
- 50 kcal per serving
  
- \$12m sales in 32 weeks since launch

## Stevia extract appears in yogurt

### Danone's Taillefine Stevia yogurt, France



Contains 2.5% cane sugar but **does not contain aspartame**

### Andechser Natur Stevia Bio-Jogurt, Germany



Sweetened with **organic** beet sugar and **organic** stevia (via honey leaf tea)

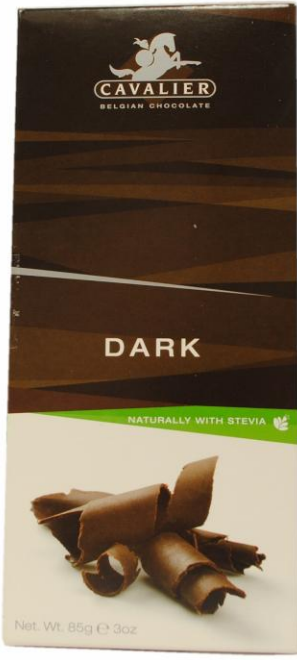
Stevia appears in many other products...



ZHL Steviyka Biscuits, Ukraine, with apple puree, sugar & stevia



Migros Farmer Croc muesli with no added sugar, Switzerland



Cavalier premium Belgian dark chocolate with stevia extract, USA

## Conclusions and points for the future

---

- Stevia in table top sweeteners has revitalised the category in France
  - Evidence indicates that growth is from new users, not from substitution with other sweeteners
- In other categories, stevia expands slowly and steadily
  - *“La stévia infiltre timidement le rayon des BRSA” (LSA, June 2011)*
- But, in France stevia has become a destination ingredient
  - Driven as much by the negatives of other sweeteners, as by the positives of stevia
- Major multinational companies are already using stevia – expect rapid roll-outs to new markets
- Stevia is well placed to exploit underlying consumer trends:
  - Consumer demand for simple, natural products
  - Additive-free and “natural” have become part of the consumer’s health and wellness vocabulary



David Jago

Director of Innovation & Insight

**Tel** +44 207 606 4533

**Email** [djago@mintel.com](mailto:djago@mintel.com)

**Twitter** @mintelnews

© 2011 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel

[mintel.com](http://mintel.com)

