



MINISTRY OF AGRICULTURE,
FISHERIES & MINING

Stevia:

Jamis
MARKET NEWS
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'Sweetness Without the Calories'

Stevia is a plant known for its naturally sweet leaves. The leaves contain a compound called steviol glycoside which is extracted and used as a sugar substitute in various food and beverages such as ice-creams, teas, zero-sugar drinks, sauces, pastries and more. The plant has approximately 240 varieties with the sweetest one being stevia rebaudiana.

GROWN IN JAMAICA

The stevia plant can be grown in a variety of climatic zones, and has been successfully cultivated both in greenhouse and open field conditions in Jamaica. Furthermore, stevia products are available for purchase at local supermarkets.

DIABETES-FRIENDLY

Stevia may help to stabilize blood sugar levels and counter the effects of type 2 diabetes making it a suitable choice of sweetener for diabetics.

ZERO CALORIES

According to the World Health Organisation (WHO) approximately 43% of the global adult population is overweight, often high sugar diets. Stevia is classed as "zero-calorie" due to its low-calorie content, offering a healthier alternative so you can satisfy your sweet tooth.

300 TIMES SWEETER THAN SUGAR

Stevia leaves are 25-30 times sweeter than table sugar while steviol glycoside is 250-300 times sweeter than sugar.

INCREASING GLOBAL DEMAND

According to Innova Market Insights, in 2022 new global products launched with stevia averaged 30%. Additionally, the market is forecasted to value US\$ 1.714 Billion by 2030, indicating the promising growth of the market in the coming years.

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