

## **Pulse Flour Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 128 pages | Mordor Intelligence

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### **Report description:**

The global pulse flour market is projected to record a CAGR of 7.97% during the forecast period 2022-2027.

The impact of the COVID-19 pandemic on the pulse flour market can be largely characterized by unprecedented disruptions in supply and demand, which posed hurdles for all stakeholders, including consumers. Further, the pandemic resulted in increased pulse flour prices. For instance, in India, the price of white urad dal flour was USD 1.21/kg before the pandemic, while it increased to around USD 1.27/kg during the pandemic. Further, the unavailability of labor at mills was among the major reasons for the price hike of pulse flours, which was worsened by the increased transportation prices of both raw materials and milled flour. As a result, the prices of food grains, including flours and pulses, rose by 15-20% in many countries.

Pulse flour, a gluten-free functional ingredient, is being driven by its increasing demand in various food and animal feed industries. The high demand for pulse flour is majorly due to its higher nutritional properties as compared to other grain flours.

Government initiatives for pulse harvesting are also resulting in increased growth and volume of pulses, further driving the market. The growth of the pulse flour market is witnessing a huge boost with the rising number of new pulse flour-based products that have been launched in North America and Europe over the past few years.

### **Pulse Flour Market Trends**

#### **Growing Demand for Organic and Gluten-free Flour**

The rise in consumer awareness regarding gluten sensitivity has propelled the demand for gluten-free flour globally. Pulse flour, being a gluten-free ingredient, has seen increased preference among consumers in recent years. Although the prevalence of celiac disease is approximately moderate globally, the number of Americans giving up eating gluten has increased over the last decade. According to the Mayo Clinic, 3.1 million Americans follow a gluten-free diet, and 72% of them are classified as PWAGs or

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"people without celiac disease avoiding gluten." Therefore, manufacturers are offering a wide range of gluten-free products using gluten-free ingredients, such as pulse flour, which range from low to high nutritional value. Further, companies have been extensively involved in the research and development of such products to cater to organic and gluten-free industries and thus, remain competitive in the market. For instance, Limagrains Cereals Ingredients upgraded its Nutrition and Taste & Color solutions with an organic pulses flour range.

#### North America Holds the Largest Market Share

Lifestyle shifts and increasing environmental awareness, such as veganism and consumption of non-GMO, gluten-free products, and the growing demand for natural and healthy ingredients have been driving the pulse flour market. For instance, Nutriati launched a proprietary chickpea ingredient for plant-based meats, named Artesa Textured Pulse Protein, which is a combination of Nutriati's Artesa chickpea flour and carefully sourced yellow pea protein that is manufactured following the tightly-controlled final ingredient specifications. The key driving factor for the market is the increased demand for pulse flour in bakery applications, as it is gluten-free, offers better hydration and softness, and nutritionally enriches the products.

#### Pulse Flour Market Competitor Analysis

The market studied is highly competitive in nature due to the presence of domestic and international players. Some of the key players in the pulse flour market globally include Archer Daniels Midland Company, AGT Foods and Ingredients, Anchor Ingredients, Avena Foods, and Ingredion Incorporated Food Company. The key players are majorly focusing on product development and innovation to meet consumers' needs by offering a variety in taste and in the product quality to maintain premiumization.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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