North America Chia Seeds Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 115 pages | Mordor Intelligence

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Report description:

The North American chia seeds market is projected to register a CAGR of 8.4% during the forecast period 2022-2027.

COVID-19 seriously affected the production, certification, distribution, and cost of seeds by restricting the transportation of the seeds to curb the spread of the virus. This presents a problem for all countries but is likely to have a greater impact in developing countries, which may be particularly hard hit by the economic downturn and relatively more reliant on agriculture. Depending on how long the pandemic and associated confinement measures continue, the seed sector and its associated supply chains could feel the impact of COVID-19 long into the future.

In North America, Mexico was the largest producer of chia seeds, with 2,893.4 metric tons produced in 2018, and it accounted for around 99% of production in the region. Chia seeds do not follow the commoditization trend, as the market is still small, where supply is unstable, and there is a lack of awareness of the high-quality standards demanded by large industries. However, as more consumers are now aware of chia seeds and their benefits, the market is likely to witness tremendous growth in North America. Organic and non-GMO variants are the emerging trend for chia seeds. In terms of product launches, chia seeds are used as a functional ingredient in various bakery products, muesli bars, peanut butter, cereals, and other food products. The main hurdle to the Canadian chia seeds market is their high price, due to which chia seeds can easily be replaced by alternative seeds with similar health benefits, like flax seeds, in the country.

North America Chia Seeds Market Trends

High Imports of Chia Seeds

North America produces chia seeds in a minimal amount. The region mainly imports chia seeds from various countries, such as China, Paraguay, Mexico, and Argentina. Chia seeds are readily available in grocery stores because they have a high demand in the region. In 2020, the United States imported around USD 168.9 million worth of chia seeds from the rest of the world, and Germany was the second major importer of chia seeds with USD 112.2 million in 2020. They contain a good amount of calcium, magnesium, and potassium, and they are believed to boost energy, stabilize blood sugar, and help with digestion. These benefits lead to the high imports of the seeds in the region. This clearly displays the increase in demand for chia-based products in the country, which are met by the escalating imports in the study period.

United States- The Largest Consumer of Chia Seeds in the Region

The United States produces minimal quantities of chia in the mid/southwestern and eastern parts of the country. Based on the inputs from industry stakeholders, the US chia seeds market was estimated at USD 5,340.6 thousand in 2018; most of the sales were in the pure seed form. In 2010, only 27% of US consumers reported that they had heard of chia as a food item. However, by 2014, this fragment grew to over 37%. The protein content of the chia seeds is greater than in all other cereals crops because it mainly depends on environmental and agronomical factors. The US Department of Agriculture has confirmed that chia seeds contain some more exogenous amino acids and endogenous amino acids.

Chia seeds are labeled as superfoods in the United States, and thus, most merchants cite vitamin, mineral, and antioxidant contents on the packages to attract customers. Due to the presence of high protein, omega-3 fatty acid, and fiber content, in the past few years, there has been an increase in the consumption of chia seeds. As such, in the United States, the seeds are being increasingly integrated into the trends of health and food sectors, such as snacks, energy drinks, or aggregate with cereal, which is fueling the market for chia seeds in the country.

North America Chia Seeds Market Competitor Analysis

Additional Benefits:

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

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