

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

Market Report | 2023-01-23 | 118 pages | Mordor Intelligence

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Report description:

The market for quinoa seeds in the United States is estimated to register a CAGR of 5.7% in terms of consumption during the forecast period, 2022-2027.

In 2020, due to the COVID-19 outbreak, the entire supply chain got disrupted. The quinoa crop market depends upon exports. Due to the pandemic and supply chain disruptions, people became dependent on other essential items, which declined the export demand for the quinoa crop. Thus, the COVID-19 outbreak negatively impacted the quinoa seeds market.

More than 70% of the market is accounted for by the United States. Market fragmentation is the major issue related to the quinoa seed market. This fragmentation includes small landholdings of farmers in North American countries. Moreover, the uncertain rise and fall in prices due to high demand in the western nations and unpredictable weather conditions have made the market unstable at the global level.

North America Quinoa Seeds Market Trends

Changing Consumption Patterns and Increasing Health Awareness

The nutritional characteristics of quinoa seeds are especially attractive due to their high protein content, gluten-free properties, and high fiber content. The demand for organic quinoa is particularly on the rise in North America, as awareness regarding both health and the environment is increasing among consumers. Quinoa is mainly considered a healthy food. Moreover, there is increasing awareness regarding its nutritional properties, which has led to higher demand for quinoa in North America.

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The United States is the Largest Exporter

The United States is one of the largest exporters and consumers of quinoa seeds in North America. Canada imported 3,380 metric ton from the United States in 2021. The exports were valued at USD 12,122 thousand in 2020 and are projected to record a CAGR of 2.3% during the forecast period (2022-2027). Canada and Taipei were the major destinations for the US quinoa seed exports, and Canada accounted for 75.5% of the total US quinoa exports in 2021. The exports are expected to increase during the forecast period, as the imports and domestic production of quinoa in the country are on the rise, and the demand for quinoa seeds is also increasing globally due to the inclination toward healthy eating.

North America Quinoa Seeds Market Competitor Analysis

Additional Benefits:

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

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