

Wheat Gluten Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

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Report description:

The global wheat gluten market is projected to register a CAGR of 8.21% during the forecast period (2023 - 2028).

The COVID-19 outbreak has had a significant impact on all industries, including the wheat gluten market. As a result of the pandemic, people have become more health-conscious people started shifting their preference toward healthy and organic food. The food industry has also experienced a few changes due to the increased consciousness of consumers in selecting food. This inclination towards sustainable, regenerative, plant-based food and demand for foods and beverages with immunity-boosting ingredients is driving the demand for these products and their constituents.

The demand for the wheat gluten market is increasing due to the change in the consumer's eating habits. The health issues and disorders such as diabetes, cholesterol, blood pressure, etc., are increasing rapidly in all age groups. Due to obesity, children and young individuals are suffering from early health issues. Obesity can be the reason for heart attack, organ failure, etc. Due to increasing awareness about healthy living and nutritional food, consumers prefer organic, and natural food: health-conscious consumers prefer fat-free and sugar-free products. Wheat gluten is a rich source of vitamins and minerals, which is important in dietary food. Wheat gluten is used as an alternative to soy-based food and meat. Wheat gluten is widely used in bakery and confectionery products. The demand for wheat gluten is increasing as it is used in frozen food, and frozen food is required on a large scale by all employees and students who live away from home. It is used in animal feed as it is a rich source of nutrients that are required by the animals.

Concern about animal welfare and the number of individuals having lactose intolerance is increasing rapidly, due to which consumers are becoming vegan and vegetarian. Consumers are increasing rapidly across the world who prefer a vegan diet and products. A variety of products and flavors are available in a vegan product which attracts consumers to vegan products. The increase in the consumption of vegan products is boosting the growth of the wheat gluten market. The increasing inclination toward high-protein diets and changing lifestyles are expected to drive the growth of the market in the coming years. Consumers suffering from lactose intolerance and increased demand for high-fiber Foods among consumers act as the key factors driving the

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demand for wheat gluten in the global market. The increasing use of wheat gluten in bakery and confectionery followed by supplements is expected to drive the growth of wheat gluten in the global market.

Wheat Gluten Market Trends

Consumers Inclination Towards Healthy and Organic Food

Due to changing lifestyles and hectic work schedules, people are not able to maintain their health, so people are shifting their preference toward healthy and organic food. Moreover, with the growth in the research and development for plant-based protein and the rise in the consumption of vegan food, this population is further anticipated to propel the growth of the wheat gluten market. Primary in the United States, and Canada, increased the consumption of RTE food products. The change in the diet leads to increased adoption of vegan food products for nutritional gains. Increased awareness among the health-consciousness consumers of the health benefits is increasing demand for organic nutritional supplements for products with a high concentration of wheat proteins.

North America Dominates the Market

North America dominates the wheat gluten market due to the rise in the vegan population. In countries such as the United States and Mexico, the plenty of applications in the food industry and the increase in the need for fiber foods among health-conscious people will boost the growth of the wheat gluten market in the region during the forecast period. There is a significant amount of growth in the wheat gluten market due to the rise in the need for meat-free diets and a change in consumer choice for healthy food options. Wheat gluten is also gaining a place of prominence in the diets of bodybuilders and athletes who suffer from celiac disease or gastric and bloating problems. With sustained demand for wheat gluten ascending from numerous end users, manufacturers are evincing interest in manufacturing clean-label and organic products to improve their sales prospects.

Wheat Gluten Market Competitor Analysis

The wheat gluten market is competitive due to the presence of the major players. Some of the major players in the market are Pioneer Industries Limited, Royal Ingredients Group, Meelunie, Cargill Inc., AB Amilina, Permolex International, Tereos, Z & F Sungold Corporation, Bryan W. Nash & Sons Limited, and Ardent Mills LLC among others. The increasing demand for wheat gluten and a growing number of manufacturers worldwide are the reasons for increasing the competitive level in the market. Manufacturers are embarking on mergers and acquisitions and investment in research & development as some of their key strategies to achieve market share and expand their offerings respectively. To save their position in the wheat gluten system market, manufacturers are producing unique & innovative products in the market with attractive offerings.

Additional Benefits:

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

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