

Global Wheat Flour Market Report and Forecast 2023-2028

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Report description:

Global Wheat Flour Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global wheat flour market reached a value of USD 146.5 billion in 2022. Aided by increased demand for convenience foods and bakery products, the market is projected to grow at a CAGR of 1.3% between 2023 and 2028, reaching a value of USD 157.74 billion by 2028.

Wheat flour is a fine and coarse powder produced by grinding or milling whole wheat grain, which is a key component in many different cuisines around the world, and a vital part of the food and beverage sector. Moreover, it is the main component in a variety of goods, such as biscuits, bread, pastries and pasta.

The global wheat flour market is influenced by factors such as changing consumer preferences, population growth, and technological advancements in milling and distribution. With the widespread availability of wheat flour, many chefs, home chefs and experts alike, are experimenting with different recipes that feature wheat flour. Also, compared to flour derived from other grains, wheat flour is less expensive, making it more widely accessible to consumers from all socioeconomic backgrounds.

The rise in demand for convenience foods and bakery products has resulted in an increased consumption of wheat flour across the globe. Additionally, the growth in the has-food industry and the expansion of supermarket chains have further propelled the wheat flour market growth. It offers health advantages such as decreasing cholesterol levels, enhancing metabolism, preventing obesity, and controlling blood sugar levels. Thus, the prevalence of health-conscious consumers seeking whole grain and gluten-free alternatives has also contributed to the development of the global wheat flour market.

The Asia Pacific region is currently leading the global wheat flour market, with countries like China and India being the largest consumers. Rapid urbanisation, increased disposable income, and a shift in food habits are the primary drivers behind the market growth in this region. Consumers in the region are switching from rice-based products to wheat-based ones due to wheat's lower carbohydrate content than rice. Also, the strong demand for wheat flour in the packaged food business and HoReCa sector is being driven by the growing popularity of western meals like pizza, burgers, and pasta, among others.

Market Segmentation

The market can be divided based on type, wheat type, end use, and region.

Market Breakup by Type

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- All-Purpose Flour
- Semolina Flour
- Whole Wheat Flour
- High Gluten Flour
- Others

Market Breakup by Wheat Type

- Hard
- Semi-hard
- Soft

Market Breakup by End Use

- Bakery and Confectionery
- Noodle and Pasta
- Feed Industry
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global wheat flour companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Conagra Brands, Inc
- Archer Daniels Midland Company
- Cargill, Incorporated
- Ardent Mills LLC
- The King Milling Company
- Others

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