

Global Organic Wheat Flour Market Report and Forecast 2023-2028

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Report description:

Global Organic Wheat Flour Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global organic wheat flour market reached a value of USD 18.93 billion in 2022. Aided by the escalating demand for organic food items and the heightened awareness of the health benefits conferred by organic wheat flour, the market is projected to further grow at a CAGR of 4.83% between 2023 and 2028 to reach a value of USD 25.07 billion by 2028.

Organic wheat flour is procured from wheat cultivated without the application of synthetic fertilisers, pesticides, or genetically modified organisms. Unlike its conventional counterpart, it retains a higher nutrient quotient, including vitamins, minerals, and fibres. Organic wheat flour finds its primary application in the bakery sector, producing goods like bread, pastries, and cookies. Additionally, its incorporation into various dishes as a thickening agent makes it a pantry staple in many households.

The burgeoning interest in organic food items, propelled by a surge in health consciousness among consumers, is instrumental in steering the global organic wheat flour market growth. Consumers today are not just scrutinising nutritional labels but are keenly aware of the farming practices that bring food to their tables. This has led to a heightened demand for organic products, with organic wheat flour being no exception.

Moreover, the myriad health advantages associated with organic wheat flour are magnifying its appeal to the health-conscious demographic. The increasing health consciousness among the consumers is driving the organic wheat flour market development. Rich in antioxidants, dietary fibres, and essential nutrients, its consumption aids in digestion, promotes heart health, and offers protective effects against chronic diseases.

Simultaneously, the organic movement's intersection with the sustainability trend has augmented the allure of organic wheat flour. Environmentally conscious consumers are discerning the long-term implications of sustainable farming. Recognising the environmental degradation caused by conventional farming, which often depletes soil health and pollutes water sources, a considerable faction of consumers are vouching for organic practices. Consequently, organic wheat flour, as a product of sustainable agriculture, is reaping the benefits of this shift in consumer mindset.

The bakery sector, ever-evolving and responding to changing consumer preferences, has been pivotal in amplifying the organic wheat flour market demand. With consumers increasingly opting for organic bakery products, manufacturers are pivoting to

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organic wheat flour to cater to this demand. This is not limited to just artisanal bakeries but can be witnessed even in large-scale commercial establishments, which are introducing organic product lines.

Furthermore, advancements in the supply chain, spurred by technological innovations, have eased the availability of organic wheat flour even in regions where it was previously scarce. Enhanced storage, transportation, and distribution mechanisms have ensured that organic wheat flour, once a niche product, is now accessible to a broader audience.

Yet another facet bolstering the organic wheat flour market expansion is its increasing integration into ethnic and gourmet cuisines. Renowned chefs and culinary experts are showcasing the versatility of organic wheat flour through their creations, thereby stimulating its demand among gourmet enthusiasts.

Market Segmentation

The market can be divided based on product type, distribution channel, and region.

Market Breakup by Product Type

- Organic Wholegrain Wheat Flour
- Organic Brown Wheat Flour
- Organic Sprouted Wheat Flour

Market Breakup by Distribution Channel

- Hypermarkets and Supermarkets
- Convenience Stores
- Online Retail
- 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 organic wheat flour companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Sunrise Flour Mill
- Heartland Mill, Inc.
- Bob's Red Mill Natural Foods, Inc.
- Lindley Mills, Inc.
- Ardent Mills
- Others

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