

Flatbread Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-10-15 | 145 pages | IMARC Group

AVAILABLE LICENSES:

- Electronic (PDF) Single User \$2499.00
- Five User Licence \$3499.00
- Enterprisewide License \$4499.00

Report description:

Market Overview:

The global flatbread market size reached US\$ 43.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 61.7 Billion by 2028, exhibiting a growth rate (CAGR) of 5.89% during 2023-2028.

Flatbread is a wafer-like, thick, unleavened food product that is primarily prepared from flour, water, and salt and then rolled into a flattened dough for baking in brick ovens. It includes other essential ingredients, including sorghum, corn, rye, millet, barley, yeast, and whole grains, that contain a high amount of gluten-free fibers. Flatbread is rich in proteins, carbohydrates, vitamins, magnesium, selenium, manganese, and antioxidants that ensure weight loss, mitigate obesity, and reduce the risk of constipation, heart disease, high cholesterol, and diabetes. Along with this, flatbread assists in dealing with free radicals, delaying the aging process, and improving gut health; therefore, it is used as an alternative to a spoon or fork for scooping food items. At present, flatbread is commercially available in naan, pita, focaccia, fry bread, and tortilla types.

Flatbread Market Trends:

The shifting inclination toward a healthy diet, owing to the increasing health consciousness amongst consumers and the growing awareness regarding the high nutritional value of flatbread, is majorly driving the market growth. Additionally, the rising consumption of ready-to-eat (RTE) items, such as flatbread, due to hectic lifestyles and busy working schedules, is acting as another growth-inducing factor. Key players in the food and beverage (F&B) sector are using diverse preservatives for maintaining product quality without compromising the taste, which is further favoring the market growth. In line with this, the extensive usage of effective packaging and sorbates and benzoates as standard preservatives by manufacturers to inhibit yeast, water activity, and moisture for extending the shelf life of flatbread is supporting the market growth. Moreover, significant technological advancements, such as the employment of new refrigeration solutions and modern bread-baking concepts, are propelling the market growth. Apart from this, the advent of healthy, low-calorie, fat-free, and cholesterol-free flatbreads and strategic

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

collaborations amongst key players for marketing products are positively stimulating the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global flatbread market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type and distribution channel.

Breakup by Product Type:

- Tortilla
- Naan
- Pita
- Focaccia
- Fry Bread
- Others

Breakup by Distribution Channel:

- Business-to-Business
- Business-to-Consumer
- Hypermarkets and Supermarkets
- Specialty and Convenience Stores
- Bakeries
- Online Stores

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
 - Australia
 - Indonesia
 - Others
- Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain
 - Russia
 - Others
- Latin America

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Atoria's Family Bakery, Evron Foods Ltd., Gruma S.A.B. de C.V., Klosterman Baking Company, Kontos Foods Inc., La Brea Bakery (Aryzta AG), Ole Mexican Foods Inc., Signature Flatbreads Ltd and Tyson Foods Inc.

Key Questions Answered in This Report:

How has the global flatbread market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global flatbread market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global flatbread market and who are the key players?

What is the degree of competition in the industry?

Table of Contents:

1	Preface
2	Scope and Methodology
2.1	Objectives of the Study
2.2	Stakeholders
2.3	Data Sources
2.3.1	Primary Sources
2.3.2	Secondary Sources
2.4	Market Estimation
2.4.1	Bottom-Up Approach
2.4.2	Top-Down Approach
2.5	Forecasting Methodology
3	Executive Summary
4	Introduction
4.1	Overview
4.2	Key Industry Trends
5	Global Flatbread Market
5.1	Market Overview
5.2	Market Performance
5.3	Impact of COVID-19
5.4	Market Forecast
6	Market Breakup by Product Type
6.1	Tortilla
6.1.1	Market Trends
6.1.2	Market Forecast
6.2	Naan

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.2.1 Market Trends
- 6.2.2 Market Forecast
- 6.3Pita
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4Focaccia
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5Fry Bread
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6Others
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast
- 7 Market Breakup by Distribution Channel
 - 7.1Business-to-Business
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2Business-to-Consumer
 - 7.2.1 Market Trends
 - 7.2.2 Key Segment
 - 7.2.2.1 Hypermarkets and Supermarkets
 - 7.2.2.2 Specialty and Convenience Stores
 - 7.2.2.3 Bakeries
 - 7.2.2.4 Online Stores
 - 7.2.3 Market Forecast
- 8 Market Breakup by Region
 - 8.1North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
 - 8.2Asia-Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast
 - 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
 - 8.2.3 India
 - 8.2.3.1 Market Trends
 - 8.2.3.2 Market Forecast
 - 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
- 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast
- 8.4 Latin America
 - 8.4.1 Brazil
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast
 - 8.4.2 Mexico
 - 8.4.2.1 Market Trends
 - 8.4.2.2 Market Forecast
 - 8.4.3 Others
 - 8.4.3.1 Market Trends
 - 8.4.3.2 Market Forecast
- 8.5 Middle East and Africa
 - 8.5.1 Market Trends
 - 8.5.2 Market Breakup by Country
 - 8.5.3 Market Forecast
- 9 SWOT Analysis
 - 9.1 Overview

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.2Strengths
- 9.3Weaknesses
- 9.4Opportunities
- 9.5Threats
- 10 Value Chain Analysis
- 11 Porters Five Forces Analysis
 - 11.1Overview
 - 11.2Bargaining Power of Buyers
 - 11.3Bargaining Power of Suppliers
 - 11.4Degree of Competition
 - 11.5Threat of New Entrants
 - 11.6Threat of Substitutes
- 12 Price Analysis
- 13 Competitive Landscape
 - 13.1Market Structure
 - 13.2Key Players
 - 13.3Profiles of Key Players
 - 13.3.1Atoria's Family Bakery
 - 13.3.1.1 Company Overview
 - 13.3.1.2 Product Portfolio
 - 13.3.2Evron Foods Ltd.
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
 - 13.3.3Gruma S.A.B. de C.V.
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
 - 13.3.4Klosterman Baking Company
 - 13.3.4.1 Company Overview
 - 13.3.4.2 Product Portfolio
 - 13.3.5Kontos Foods Inc.
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
 - 13.3.6La Brea Bakery (Aryzta AG)
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
 - 13.3.7Ole Mexican Foods Inc.
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
 - 13.3.8Signature Flatbreads Ltd
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
 - 13.3.9Tyson Foods Inc.
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio
 - 13.3.9.3 Financials
 - 13.3.9.4 SWOT Analysis

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Flatbread Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-10-15 | 145 pages | IMARC Group

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Electronic (PDF) Single User	\$2499.00
	Five User Licence	\$3499.00
	Enterprisewide License	\$4499.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-22"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com