

Africa Chia Seeds - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 72 pages | Mordor Intelligence

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Report description:

The Africa Chia Seeds Market size is estimated at USD 13.87 billion in 2024, and is expected to reach USD 15.39 billion by 2029, growing at a CAGR of 2.10% during the forecast period (2024-2029).

Despite the prevalence of the COVID-19 pandemic across the world, Africa remained a promising continent for the production of chia seeds. Along with the growing number of exporters in the region, farmers have also been vigilant enough to continue the production amidst the rising global demand for chia seeds. Developing a wide network of local and regional markets is anticipated to help farmers supply the chia seeds to the market without any disruption in the supply chain.

The increasing demand for ancient nutritional grains and multi-cereal-based products as functional foods drives the demand for chia seeds. Chia seeds are gluten-free and have high protein content. The gluten-free property of chia seeds is expected to create a strong demand among consumers suffering from gluten intolerance (celiac disease) or those who avoid gluten intake because of their lifestyle choices.

The chia seed production in the region is majorly export-oriented, as the domestic consumption of these seeds is comparatively less due to the low awareness among African consumers about their benefits. However, in South Africa, the demand for chia seeds is gaining traction, as these seeds are rich in proteins and unsaturated fatty acids. Moreover, on the retail shelves of many supermarkets/hypermarkets in South Africa, the retailers stock their own brands of chia seeds to meet the local demand. In Africa, chia seeds go majorly into retail, as consumers prefer to consume them daily.

Africa Chia Seeds Market Trends

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Increasing Demand for Protein-based Vegan Food

Chia seeds act as a source of omega-3 fatty acids for vegetarians by providing protein content that is almost equal to an egg protein. As the number of health-conscious people increases concomitantly, with the rising popularity of cruelty-free foods, more people are moving toward inculcating a healthier lifestyle with vegetarian options for proteins, vitamins, and fiber, which are easily available as ready-to-eat packaged foods. Due to the less availability of better ingredient options in the industry, companies are turning toward the use of chia seeds as they are good for health and considered as a healthy snack option. Most available snacking options lack nutrients and dietary fiber and are not healthy food options. On the other hand, chia seeds are good for health, and snacks made from chia seeds are popular as healthy food options among consumers.

The innovative products made from chia seeds featuring allergen-friendly, gluten-free, peanut-free, low in sugar, and high in fiber are gaining importance among consumers. Thus, the African chia seed market is bound to increase due to the increasing demand for protein-based vegan food.

Uganda Dominates the Market in the Region

According to the Ministry of Foreign Affairs, Uganda is the main player in chia production. Farmers in Uganda have been encouraged to grow chia seeds. Commercial production started with the help of NGOs and the direct involvement of private businesses. Chia seeds are gaining popularity in the country because of the crop's health benefits and since farmers now want a less laborious crop.

Fertile soil and small-scale farming allow for very clean and organic production of chia seeds in the country. Still, much of the labor is manual, and farmers are not always organized enough to supply the demanding international markets. The company, Ubelhor, started its own chia project in Uganda, using 650.0 hectares to grow organic chia. Another German company, Davert, offers Demeter-certified chia from the country to the international market.

Africa Chia Seeds Industry Overview

Additional Benefits:

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

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