

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

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Report description:

The Chia Seed Market size is estimated at USD 1.51 billion in 2024, and is expected to reach USD 2.93 billion by 2029, growing at a CAGR of 14.19% during the forecast period (2024-2029).

Chia seeds are among the majorly exported commodities as the production of the commodity is limited to a few geographies. Hence, the initial COVID-19 lockdown caused disruptions in the logistics system, which affected the supply of the commodity across the world. This led to a decline in the market during the first half of 2020. However, the pandemic has increased the health consciousness among consumers, which has opened an opportunity for superfoods, including chia seeds. This factor is anticipated to propel the market during the forecast period. Chia seeds do not follow the commoditization trend, as the market is still small. However, as more consumers are now aware of chia seeds and their benefits, the market is likely to witness tremendous growth in the near future globally. The United States and Australia continue to be the countries with the highest demand for chia seeds and other chia-based products, but there are markets, such as the United Kingdom, Brazil, Chile, and Spain, that have shown a substantial increase in their demand.

Over the long term, the increasing demand for ancient nutritional grains and multi-cereal-based products like functional foods are driving 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 simply avoid gluten because of their lifestyle choices.

Chia Seeds Market Trends

Growing Popularity of Superfoods

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The popularity of 'super' ingredients has increased significantly over the recent past, with product launches, as consumers are more inclined toward natural and wholesome ingredients. These products have high nutritional and functional value, and their chemical composition is rich in PUFAs, mainly ω -3, as well as protein, dietary fiber, and bioactive compounds. The market is driven by consumer preference toward functional and health-based naturally derived products. Chia seeds are readily available in grocery stores because they have a high demand around the world. A key factor for the sale of 'superfoods', including chia seeds, is the availability and accessibility of supermarkets, compared to traditional grocery stores and convenience stores.

Superfoods in Europe are considered an important health supplement, which enables growth in the market. In the region, chia has not only found its entrance in the health shops and specialty stores but also in major supermarkets, such as Tesco (United Kingdom), El Corte Ingles (Spain), and Albert Heijn (Netherlands). It is also sold as a food supplement in drug stores. It reflects a growing interest of the main public in healthy food and 'superfoods'. Additionally, in recent years, the usage of chia seeds has tremendously grown in the food industry due to their high nutritional and medicinal values. Chia seeds can be used in different shapes, whole, ground, and in the form of flour, oil, and gel. All these factors are expected to contribute to the growth of the market.

North America is the Major Consumer in the Market

North America is the largest consumer of chia seeds in the study period. The demand for chia seeds in the North American market is driven by the vegan food requirements, community lifestyle, health awareness, and shifting from junk foods to healthy snacks. The American Heart Association recommends the inclusion of omega-3 rich foods and oils in daily diets to prevent heart disease. With time, plant sources of omega-3 EFAs, such as chia seed, are gaining popularity due to their easy incorporation in convenience and functional foods and their neutral taste. Chia seeds are labeled as 'superfoods' in the United States, and hence, most of the merchants cite vitamin, mineral, and antioxidant contents on the packages to attract customers. Due to the presence of high protein, omega-3 fatty acid, and fiber contents, the past few years have seen an increase in the consumption of chia seeds in the region.

In the United States, the seeds are being increasingly integrated into the trends of health and food sectors, such as snacks, energy drinks, or aggregates with cereal. Chia seed merchants are actively creating educational marketing programs that include in-store demonstrations around the country, investing heavily in point-of-sale displays and supplying the customers with a certificate of analysis on every single batch of chia, to increase their market shares. All these factors are expected to contribute to the growth of the market.

Chia Seeds Industry Overview

Additional Benefits:

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

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