

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

Market Report | 2024-02-17 | 90 pages | Mordor Intelligence

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Report description:

The Europe Chia Seeds Market size is estimated at USD 414.20 billion in 2024, and is expected to reach USD 504.41 billion by 2029, growing at a CAGR of 4.02% during the forecast period (2024-2029).

The factors, such as the increasing the popularity of vegan protein-based foods, increasing the use of chia seeds in the food and animal feed industries, and growing popularity of superfoods, are likely to enhance the chia seed trend in the European market. However, factors, such as geographically limited cultivating areas, easy availability of cheaper alternative seeds, and rapid price fluctuations, are slightly hindering the chia seeds market in Europe.

Europe Chia Seeds Market Trends

Increasing Use of Chia Seeds in the Food Industry

As an ingredient, chia seeds can be used in different snacks, cookies, candy, baking industries, and in cereal and breakfast options. They act as popular alternatives in the food industry, due to their smaller size and lower weight. They are an easy option as snacks and can be kept for a long time, as it is always easy to sprinkle some seeds onto food. Chia seeds were banned for consumption in the European Union (EU) until 2009. Later, the product was recognized and approved as a novel ingredient that could be sold and consumed within the European Union. Several product innovations related to chia seeds were launched in Europe, following the Novel Food Authorization in 2009. The requirement for importers to have a license for novel food imports was lifted as of January 2018, which is expected to lead to the free flow of chia seed products and higher imports in the European Union.

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The European Chia Seeds Market is Segmented by Geography into Germany

The consumption value of chia seeds in Germany was at USD 18,438.5 thousand in 2018, and it is expected to reach USD 25,381.4 thousand by the end of the forecast period, registering a CAGR of 5.5%. Germany was the largest consumer and importer of chia seeds in Europe, and accounted for 40% of the region's total imports of chia seeds during 2016. Owing to an increasing number of vegan consumers in Germany, and with approximately 10% of the entire population already being vegan, the market for chia seeds is gaining prominence in the country. Furthermore, there is an increased preference for chia-based foods in the country.

Europe Chia Seeds Industry Overview

Additional Benefits:

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

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