

Quinoa Seeds - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2021 - 2029

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Report description:

The Quinoa Seeds Market size is estimated at USD 1.30 billion in 2024, and is expected to reach USD 2.12 billion by 2029, growing at a CAGR of 10.16% during the forecast period (2024-2029).

Key Highlights

- Quinoa seeds are gaining attention from health-conscious consumers worldwide due to their nutritional value, gluten-free nature, and potential as a functional food ingredient. The grain is very similar to rice and can be cooked and used similarly. The seed is used as healthy food and a tasty alternative to rice. However, the limited production of quinoa subsequently limits the market's growth.
- Quinoa is considered a healthy superfood, and increasing awareness regarding its nutritional properties and health benefits led to higher demand in Europe and North America.
- Agriculture and Agri-Food Canada (AAFC) is helping the development of quinoa with direct research as well as providing funding through the Diverse Field Crop Cluster aims to support the research and development of high-potential, special crops such as flax, camelina, canary seed, sunflower, hemp, quinoa and mustard. From pest management to new varietal development to developing best management practices, research is ramping up so that farmers can really take advantage of this new crop.
- Quinoa is also being adapted to the rice-based cropping system and rapidly promoted as an alternative food security crop in Bhutan. To rapidly promote quinoa cultivation, the Royal Government of Bhutan is supporting the supply of free quinoa seeds, cultivation technologies and milling machines to the rural communities to promote the consumption and utilization of quinoa at national level.

Quinoa Seeds Market Trends

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Increasing Health Awareness and Technological Advancements are Driving the Market

Quinoa is known for its nutritional characteristics and its many health benefits with an average protein of 16%, quinoa grain has a much higher nutritional rate than any other cereal grain and is also a great source of omega 6, omega 3, and fiber; it is gluten-free, so it is suitable for any type of diet.

The demand for organic quinoa is rising in Europe and North America, with a growing health and environmental awareness among consumers. Quinoa is considered a healthy food, and increasing awareness regarding its nutritional properties led to higher demand in Europe. Due to rising demand in Europe, the imports of this commodity are increasing in the countries like France, Germany, and United Kingdom.

The King Abdullah University of Science and Technology (KAUST) in Saudi Arabia has successfully mapped the genetic structure of quinoa, thus allowing genetic modification, which may prove crucial in increasing the crop productivity of quinoa. Hence, the change in consumption patterns globally, followed by increased awareness about the seed, is anticipated to drive the market during the forecast period.

In addition, the Royal Government of Bhutan has included quinoa in the school feeding programme recognizing the high nutrient value of the crop for enhancing and securing the nutritional needs of the young children.

South America Dominates the Market

South America is the largest producer and exporter of quinoa in the world. About 80-90% of quinoa imported into the European Union comes from Peru and Bolivia. The main consuming markets for South American quinoa include Italy, France, Germany, and the Netherlands, with each consuming an average of between 2000 and 6000 metric tons of quinoa per year. The rising regional imports are primarily attributed to consumer awareness about its health benefits and nutritious properties. To meet the demand from international markets, countries such as Peru and Bolivia have ramped up their production by using high-quality seeds. Thus, with the growing consumption of quinoa worldwide, the demand for quinoa seeds is anticipated to increase during the forecast period.

According to FiBL, Organic cereals were grown on almost 160'000 hectares, representing 0.3 percent of the total cereal area in the region and 3.1 percent of the world's organic cereal area, and grown in Bolivia (94'000 hectares) and Argentina (almost 24'000 hectares). The main organic cereal was quinoa (over 111'000 hectares). Organic quinoa represented 69.7 percent of the total organic cereal area in the region and mainly grown in Bolivia (over 92'000 hectares), constituting 83.1 percent of the total organic quinoa area in the region. Therefore, the Andean region continues to maintain its leading position in the global organic market.

Additional Benefits:

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

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