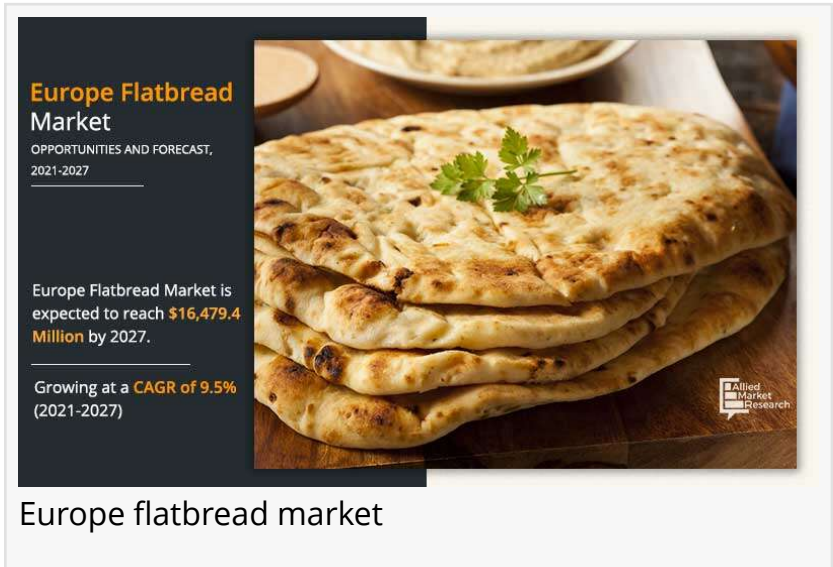


# Rising Dough: Europe's Flatbread Market Set to Soar with Health-conscious Trends!

*Rising Dough: Europe's Flatbread Market Set to Soar, Fueled by Health Trends and Innovative Offerings. Taste the Future!*

WILMINGTON, NEW CASTLE,  
DELAWARE 19801 USA, UNITED STATE,  
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EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Europe Flatbread Market](#) by Product Type, Distribution Channel, and Nature: Europe Opportunity Analysis and Industry Forecast, 2021–2027," The Europe flatbread market size was valued at \$9,552.7 million in 2019, and is projected to reach \$16,479.4 million by 2027, registering a CAGR of 9.5% from 2021 to 2027.



A flatbread is prepared with flour, water, and salt, and subsequently rolled into flattened dough.

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The Europe flatbread market has been witnessing increase in innovation in the last few years. New refrigeration technologies and modern baking concepts have helped to improve the quality of flatbread.”

*Allied Market Research*

The thickness of the bread can range from a few millimeters to a few centimeters. Moreover, rather than using a fork or spoon, many people use a flatbread to wrap or scoop food. Multigrain variants of flatbread are gaining popularity, owing to increase in health awareness among European consumers. Different types of flatbreads are made by pouring semi-fluid batters onto cooking plates. These batters are often obtained from gluten-free cereals such as rice, sorghum, teff, maize, or black beans, which are fermented.

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Convenience foods refer to the products, which require minimal processing and can be prepared

easily without much efforts. The preference for on-the-go food products, which are readily available in the market has increased, due to changes in eating habits and busy lifestyle. For instance, availability of ready-to-eat flatbreads in the market to make sandwiches at home easily without much efforts significantly contributes toward the growth of the flatbread market. Moreover, easy availability of convenience food on online platform helps in increasing the consumer base. Flatbread contains naturally occurring proteins such as barley, wheat, and rye. These grains are the basic ingredients and rich source of gluten in flatbread. However, this can be life-threatening for individuals suffering celiac disease, as celiac disease is a condition causing negative reaction to gluten and results in damage to the intestines. Therefore, consumer suffering from this disease cannot absorb nutrients present in flatbread and leads to mineral and vitamin deficiency, which restrains the growth of the Europe flatbread market.

Increase in preference of consumers toward gluten-free flatbread products such as naan, pita, and focaccia, owing to rise in health cautiousness drives the growth of the Europe flatbread market. Moreover, availability of various healthy alternatives in the market with low-calorie content and fat-free & cholesterol-free products is expected to fuel the market growth. Furthermore, surge in demand for breads in wheat base and whole grains, which are rich in fiber and proteins, supplement the growth of the Europe flatbread market.

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1. This report provides a quantitative analysis of the current trends, estimations, and dynamics of the Europe flatbread market analysis from 2019 to 2027 to identify the prevailing market opportunities.
2. The key countries in the Europe region are mapped on the basis of their market share.
3. Europe flatbread market forecast is offered along with information related to key drivers, restraints, and opportunities.
4. Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
5. In-depth analysis of the Europe flatbread market segmentation assists to determine the prevailing market opportunities.
6. Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
7. The report includes the analysis of the Europe flatbread market trends, key players, market segments, application areas, and growth strategies.

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Clean label focuses on avoidance of additives, artificial colors, chemicals, artificial flavors, GMOs, high fructose corn syrup, and hydrogenated oil. Moreover, clean label is a consumer-driven movement, which demands a return to real food and transparency through authenticity. The regulations associated with flatbread products related to various ingredients used in the process, food hygiene, and health claims foster the growth of the market. Furthermore, introduction of clean label creates a trust factor among consumers, owing to which they can rely on manufacturers of food, thereby contributing toward the growth of the Europe flatbread market.

The Europe flatbread market is segmented into product type, distribution channel, and nature. By product type, the market is categorized into focaccia, tortilla, pinsa romana, pita, naan and others. Depending on distribution channel, it is classified into food service and retail. On the basis of nature, it is categorized into ambient, fresh, and frozen.

»» Clean label market is expected to grow at a CAGR of 10.0% during the forecast period (2020-2030).

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Key players operating in the Europe flatbread industry include ARYZTA AG (ARYZTA), Bio Bakkerij De Trog, Boboli Benelux B.V. (Boboli), BRIDOR SAS (Bridor), Chaucer Foods Ltd, Delifrance S A, Dutch Bakery B.V., Europizza s.r.l., Signature Breads Inc., Specialty Breads Ltd., and Vandemoortele NV.

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1. [Maize Flour Market](#): Global Opportunity Analysis and Industry Forecast 2021–2030
2. [Sorghum and Sorghum Seeds Market](#): Global Opportunity Analysis and Industry Forecast 2020–2030

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