

Flatbread Market Surges to \$62.8 Billion by 2026, Fueled by Health Trends and Quick Service Restaurants

Increasing health awareness and the rise of quick service restaurants drive the growth of the global flatbread market, with tortilla variants leading the charge

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, April 22, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled "[Flatbread Market](#) by Product Type and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2019–2026," the global flatbread market size was valued at \$38.8 billion in 2018 and is projected to reach \$62.8 billion by 2026, registering a CAGR of 6.2% from 2019 to 2026.



Flatbread Market infographic

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Allied Market Research

A flatbread is made with water, flour, and salt and exists in various cultures throughout the world. The thickness of the bread can range from a few millimeters to a few centimeters. Moreover, rather than using a spoon or fork, many people use a flatbread to scoop or wrap food. Multigrain variants of flatbread are gaining popularity owing to increased health awareness. Various types of

flatbreads are prepared by pouring semi-fluid batter onto cooking plates. These batters are often obtained from gluten-free cereals like rice, sorghum, teff, maize, or black beans, which are usually fermented.

Flatbreads are cooked quickly owing to their reduced thickness, so their color remains light.

Furthermore, owing to its widespread geographical distribution and high frequency and regularity of consumption, flatbread has been considered a suitable option for increasing the dietary intake of various vitamins and microelements.

Moreover, the stakeholders focus on the production of whole-wheat, fat free tortilla owing to increase in health trends among consumers. This tortilla flatbread segment is gaining popularity owing to its health properties and low carb count. Moreover, availability of organic tortilla in the market, which is made with whole grains and is certified gluten-free is expected to foster the market demand. Organic tortilla is served with grilled meat or traditional dishes like hard shell tacos, enchiladas, or taquitos.

In addition, the increase in the number of quick service restaurants, also known as fast food restaurants, has had a positive impact on the consumption of flatbread. This restaurant is usually part of a franchise or restaurant chain operation that provides standardized ingredients or partially prepared foods. Moreover, an increase in the attraction of millennials and Gen Z toward quick service restaurants owing to innovation in food products, restaurants, themes, and others results in the growth of the market. In addition, an increase in the busy lifestyles of consumers, along with a rise in disposable income and the availability of ready-to-eat food products, drive the growth of the flatbread market. However, keeping flatbread moist, soft, and mold-free has been a top issue for the stakeholders. Moreover, flatbreads are also spoiled through microbial growth, oxidation, discoloration, and moisture loss, which affects the growth of the flatbread market.

In addition, introduction of clean label in flatbread focuses on avoidance of additives, artificial colors, chemicals, artificial flavors, GMO's, high fructose corn syrup, and hydrogenated oil. Moreover, clean labeling is a consumer-driven movement that 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, health claims, and others fosters the growth of the market. Furthermore, the introduction of clean labels creates a trust factor within the consumer, owing to which they can rely on manufacturers of food, which also fuels the growth of the flatbread market share.

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The increase in penetration of various online portals in developing regions and the rise in the number of offers or discounts that attract consumers to purchase flatbread through online channels augment the growth of the flatbread industry. Moreover, the online sales channel has increased consumer reach, owing to which it has evolved as a key source of revenue for many companies. Furthermore, the online sales market is expected to expand in the near future due to rapid growth in online and mobile user customer bases in emerging markets. Increase in e-commerce sales, improvements in logistics services, ease in payment options, and the facility to enter new international markets for major brands further boost the flatbread market.

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Based on product type, the tortilla segment dominated the global market in 2018 and is expected to retain its dominance throughout the flatbread market forecast period.

Depending on product type, the other segment accounted for the highest share in the flatbread market analysis in 2018 and is projected to grow at a CAGR of 10.2% from 2019 to 2026.

By distribution channel, the business-to-business segment was the major shareholder in 2018 and is projected to register a CAGR of 5.8% from 2019 to 2026.

Region-wise, Europe is expected to grow at a CAGR of 6.7 from 2019 to 2026.

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