

Enriched Flour Market Size, Scope, Growth Opportunities, Trends by Manufacturers And Forecast to 2032

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/EINPresswire.com/ -- The global enriched flour market is experiencing robust growth, fueled by rising health consciousness and convenience food consumption. According to a recent report by Emergen Research, the market size reached a staggering USD



165.70 billion in 2022 and is expected to surge to USD 333.65 billion by 2032, reflecting a steady Compound Annual Growth Rate (CAGR) of 7.3%.

Market Overview and Trends:

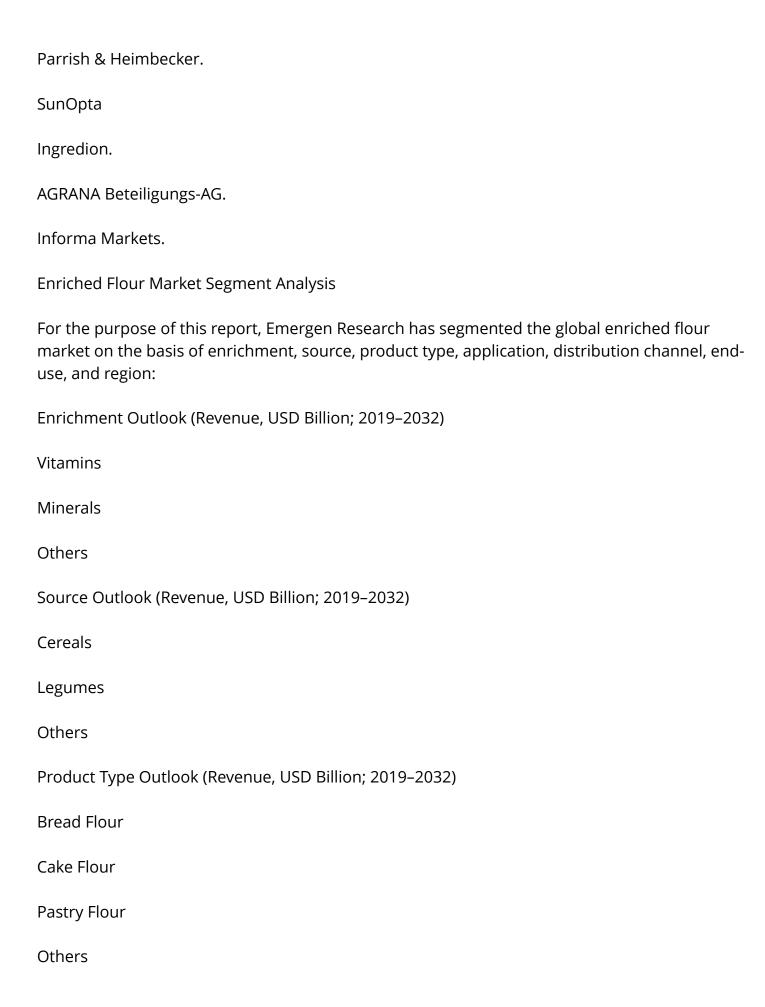
Enriched flour undergoes a fortification process to enhance its nutritional profile. Essential vitamins like B complex and folic acid, as well as minerals such as iron, are added back into the flour after milling, addressing potential deficiencies in refined grains. This enriched flour is then widely used in the production of staple foods like bread, pasta, and cereals.

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A key trend driving the market is the growing consumer awareness regarding the importance of proper nutrition. Consumers are increasingly seeking out enriched products that offer health benefits alongside convenience. The burgeoning popularity of packaged and convenience food products further propels market growth, as enriched flour helps extend shelf life while maintaining consistent taste, texture, and appearance.

Drivers and Restraints:
Drivers:
Rising health consciousness and demand for fortified food products
Increasing urbanization and busy lifestyles leading to a preference for convenience foods
Expansion of the bakery and confectionery sectors
Growing disposable income in developing economies
Restraints:
Fluctuations in grain prices
Stringent government regulations on food fortification levels
Rising awareness of alternative flours like almond or coconut flour
Growth Opportunities and Key Market Insights:
The market presents lucrative growth opportunities for manufacturers who can cater to the rising demand for organic and gluten-free enriched flour options. Additionally, strategic partnerships between flour millers, food manufacturers, and retailers can further drive market expansion.
SWOT Analysis:
Strengths:
Nutritional benefits of enriched flour
Versatility in application across various food products
Cost-effective solution for food fortification
Weaknesses:
Dependence on raw material prices and weather conditions
Potential health concerns associated with refined grains

Opportunities:
Innovation in organic and gluten-free enriched flour options
Growing demand in developing economies
Expansion into functional food applications
Threats:
Stringent regulations on food fortification
Competition from alternative flours with perceived health benefits
Latest Strategic Developments, Mergers & Acquisitions:
On 5 June 2023, SunOpta, announced a first-of-its-kind collaboration with Seven Sundays. Seven Sundays introduced the first-ever Oat Protein Cereal created with SunOpta's Oat Gold, a nutrient-rich recycled oat protein powder derived from oat milk manufacturing. Seven Sundays expanded its product lines with an upcycled oat protein ingredient created by SunOpta as a result of this collaboration.
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Enriched Flour Top Companies and Competitive Landscape
The global enriched flour market is fragmented with large and medium-sized market players accounting for the majority of revenue. Major players are deploying various strategies, entering into mergers and acquisitions, strategic agreements and contracts, developing, testing, and introducing more effective in the market.
Some major players included in the global Enriched Flour market report are:
Cargill, Incorporated.
ADM.
Associated British Foods plc.
Ingredion
General Mills Inc.



Application Outlook (Revenue, USD Billion; 2019–2032) Bakery & confectionery Beverages **Baby Food** Soups & Snacks **Prepared Meals** Others Distribution Channel Outlook (Revenue, USD Billion; 2019–2032) **Retail Stores** Online Retail Wholesale End-Use Outlook (Revenue, USD Billion; 2019–2032) **Household Consumers** Food Manufacturers and Processors Foodservice Industry Ask For Customization: https://www.emergenresearch.com/request-for-customization/2349 Eric Lee Emergen Research +91 90210 91709 sales@emergenresearch.com Visit us on social media: Facebook LinkedIn

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