

Top Driver In Quinoa Market 2024: Increase In Health Awareness

*The Business Research Company's
Quinoa Global Market Report 2024 –
Market Size, Trends, And Global Forecast
2024-2033*

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KINGDOM, October 28, 2024

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The [quinoa market](#) is projected to grow from \$101.49 billion in 2023 to \$112.72 billion in 2024, achieving a CAGR of 11.1%. Factors influencing this growth include rising health and wellness

trends, increased awareness of the benefits of quinoa, the rise in vegetarian and vegan lifestyles, the growth of the gluten-free food market, and a desire for culinary diversity and versatility.



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How Big Is the Global Quinoa Market Expected to Grow,
and What Is Its Annual Growth Rate?

The quinoa market is anticipated to see rapid growth,

expected to reach \$169.54 billion in 2028 at a CAGR of 10.7%. Growth factors include the increasing focus on healthy eating, sustainable and ethical food choices, rising demand for plant-based proteins, exploration of ancient and traditional foods, and globalization of culinary practices. Key trends in this period will encompass sustainable and fair trade practices, innovations in quinoa-based snacks, the use of quinoa flour for gluten-free baking, emphasis on functional food and nutritional benefits, and collaborations within the supply chain.

Uncover In-Depth Analysis of the Global Quinoa Market by Accessing a Sample Report:

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What Is Driving the Growth of the Quinoa Market?

The increasing health consciousness is expected to drive the quinoa industry growth during the forecast period. As healthy eating becomes a priority for consumers, there is a growing demand

for foods that meet diverse health, ethical, and sustainability standards. Quinoa is gaining popularity due to its high fiber content, gluten-free nature, and complete amino acid profile, along with improved availability and product innovation, fueling its growth.

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Which Leading Companies Are Driving The Growth Of The Quinoa Market Share?

Major companies operating in the market report are Sharp Corporation, General Mills Inc., Ardent Mills LLC, The Hain Celestial Group, Quinoa International Corp, Grain Millers Inc., Morning Foods Ltd., The British Quinoa Company, Hancock Seed Company, Andean Valley SA, Alter Eco Americas Inc.

What Are The Key Trends Driving The Growth Of The [Quinoa Market Size](#)?

Major companies in the quinoa market are concentrating on introducing advanced solutions, such as ancient grains, to enhance their market competitiveness. Ancient grains are those that have seen minimal changes from selective breeding.

How Is the Global Quinoa Market Segmented?

- 1) By Type: Organic, Inorganic
- 2) By Application: Food Industry, Cosmetic Industry, Pharmaceutical Industry, Other Applications
- 3) By End User: Ingredient, Packed Food

South America: The Leading Region in the Quinoa Market

South America was the largest region in the quinoa market in 2023. The regions covered in the quinoa report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

What Is the Quinoa Market?

Quinoa is a seed from the Chenopodiaceae family of flowering plants, capable of being cultivated in challenging climates like frost and drought, and shares a similar nutritional profile with cereals and grains. Quinoa is a resilient crop that can thrive in saline water conditions.

The Quinoa Global Market Report 2024 from The Business Research Company includes the following key information:

- Market size data for both historical and future periods
- Analysis of both macro and microeconomic factors that have impacted the market over the past five years
- Regional market analysis covering Asia-Pacific, China, Western Europe, Eastern Europe, North America, the USA, South America, and the Middle East and Africa
- Country-specific market analysis for Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, the UK, and the USA.

Overview of the Global Quinoa Market Report: Trends, Opportunities, Strategies, and More
The Quinoa Global Market Report 2024 from The Business Research Company is an extensive resource that delivers insights into quinoa market size, quinoa market drivers and trends, quinoa global market major players, quinoa competitors' revenues, quinoa global market positioning, and quinoa market growth across geographies. This report provides valuable in-depth insights into potential opportunities and strategies. Companies can utilize the information presented to target segments with the greatest growth potential.

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