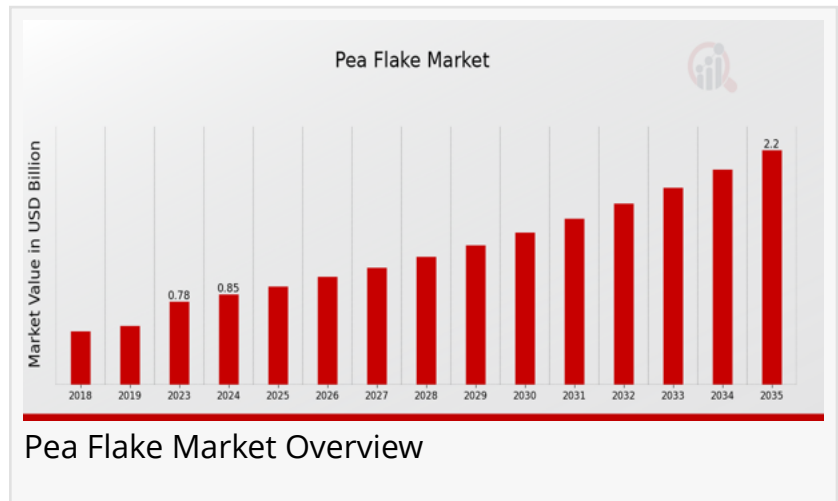


Pea Flake Market to Reach 2.2 USD Billion by 2035 with 9.05% CAGR Driven by increasing focus on health

Pea Flake Market Research Report By Application, By Process, By Form, By Distribution Channel and By Regional - Forecast to 2035

NEW YORK, NY, UNITED STATES, May 1, 2025 /EINPresswire.com/ -- [Pea Flake Market](#) was valued at approximately USD 0.78 billion in 2023. It is projected to increase from USD 0.85 billion in 2024 to around USD 2.2 billion by 2035. The market is expected to grow at a compound annual growth rate (CAGR) of about 9.05% during the forecast period from 2025 to 2035.



The global pea flake market is experiencing significant growth, driven by the rising demand for plant-based proteins, clean-label products, and sustainable ingredients across multiple industries. Pea flakes, a versatile ingredient derived from yellow peas, are making a mark in sectors ranging from food and animal feed to nutraceuticals and cosmetics. The growing consumer shift toward healthier, plant-based diets and clean ingredients is propelling the popularity of pea flakes, making them an essential component in a variety of product formulations. This press release explores the key factors shaping the pea flake market, including trends in applications, processes, forms, and distribution channels, as well as regional developments, market drivers, and challenges.

The pea flake market is experiencing robust expansion due to its widespread use in the food, animal feed, nutraceuticals, and cosmetics industries. As demand for plant-based products surges, the food industry remains the largest application segment. Pea flakes serve as an essential ingredient in plant-based food products like snacks, protein bars, ready-to-eat meals, and meat alternatives. Their high protein content, rich fiber, and low allergenicity make them an attractive alternative to animal-based ingredients.

The animal feed industry also holds a significant share of the pea flake market, driven by the

rising demand for sustainable and nutritious feed options. Pea flakes are an excellent source of protein and essential amino acids, making them ideal for livestock and poultry nutrition. With concerns over environmental sustainability and the growing need to reduce reliance on traditional animal-based feed ingredients, pea flakes are gaining prominence in animal feed formulations.

The nutraceuticals sector is witnessing increased use of pea flakes due to their nutritional benefits, including antioxidants, vitamins, and essential fatty acids. Nutritional supplements and functional foods are incorporating pea flakes to enhance their health benefits, such as improving heart health, digestive health, and overall wellness. Additionally, the cosmetic industry is utilizing pea flakes as a natural ingredient in skincare products due to their moisturizing, anti-inflammatory, and antioxidant properties.

Key Players:

Ebro Foods, The Hain Celestial Group, Pulses Canada, Bonduelle, Axiom Foods, Lakeland Dairies, SunOpta, Crown Food Technology, Ingredion, Danforth

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Market Segmentation: Process Types and Product Forms

The pea flake market is further segmented by process type, form, and distribution channel, each playing a crucial role in determining market dynamics and consumer preferences.

Process Type:

The primary methods used in pea flake production are hot air drying, freeze drying, and spray drying. Each drying process offers unique benefits depending on the desired end-use. Hot air drying is the most commonly used method due to its cost-effectiveness and efficiency. However, freeze drying is gaining popularity in the nutraceuticals sector, where retaining the nutritional value and natural flavor of peas is essential. Freeze-dried pea flakes maintain the original flavor, texture, and nutritional content, making them a preferred choice for health-conscious consumers. Spray drying, on the other hand, is increasingly utilized in the production of flavored pea flakes and powdered pea products, which are convenient for both food and beverage applications.

Product Forms:

Pea flakes are available in several forms, including whole pea flakes, split pea flakes, flavored pea flakes, and organic pea flakes. Whole pea flakes are typically used in applications where texture and whole pea characteristics are desired, such as in snack foods or as a topping for dishes. Split pea flakes, which are more finely processed, are commonly used in the food and nutraceuticals

industries, where finer textures and ease of incorporation into various formulations are needed. The rise in consumer demand for flavored products has also driven the growth of flavored pea flakes, which are available in a range of savory and sweet flavors, catering to the snack food market. Meanwhile, organic pea flakes are increasingly sought after by health-conscious consumers who prefer organic and non-GMO products.

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Distribution Channels:

The market is characterized by a variety of distribution channels, each contributing to the accessibility and growth of pea flakes. Supermarkets are the largest distribution channel for pea flakes, driven by the increasing shelf space dedicated to plant-based ingredients and products. Online retail is also a rapidly growing channel, providing consumers with the convenience of purchasing pea flakes from the comfort of their homes. Online platforms are particularly important for niche products like organic and specialty pea flakes, which may not be available in traditional brick-and-mortar stores. Additionally, specialty stores and wholesale distributors cater to more targeted market segments, such as organic food enthusiasts, health-conscious consumers, and manufacturers of functional foods and nutraceuticals.

Regional Market Developments:

The pea flake market is witnessing diverse growth patterns across different regions, influenced by local demand for plant-based ingredients, sustainability trends, and regulatory frameworks. North America, particularly the United States and Canada, is a key region for the pea flake market due to the increasing demand for plant-based food products and sustainable agriculture. The region is home to several leading pea flake manufacturers, as well as major food and beverage companies incorporating pea flakes into their products.

Europe also represents a significant market for pea flakes, driven by consumer interest in vegan, gluten-free, and clean-label foods. The demand for plant-based protein and sustainable ingredients is growing rapidly in countries such as the UK, Germany, and France. Additionally, Europe's stringent regulatory environment, which supports the use of organic and non-GMO ingredients, further boosts the demand for organic pea flakes.

The Asia Pacific region is expected to witness the highest growth rate in the pea flake market, primarily driven by rising disposable incomes, changing dietary patterns, and increased awareness of health and wellness. Countries like China, India, and Japan are experiencing a shift towards plant-based diets, with more consumers embracing pea-based products due to their health benefits and sustainability.

In the Middle East and Africa, the demand for pea flakes is growing due to increasing awareness

about the importance of protein-rich diets and the rising popularity of vegan and vegetarian diets. The region's growing urban population and higher interest in nutraceuticals and natural ingredients are likely to drive the pea flake market in the coming years.

Market Drivers:

Several key drivers are propelling the growth of the pea flake market, including:

Rising Consumer Demand for Plant-Based Foods: The global shift towards plant-based diets is a major driver for the market. Consumers are increasingly seeking plant-based protein alternatives, and pea flakes, rich in protein and fiber, fit perfectly into this trend.

Sustainability and Clean-Label Trends: As consumers become more conscious of the environmental impact of their food choices, there is a growing preference for sustainable and clean-label ingredients. Pea flakes, derived from a renewable and environmentally friendly crop, appeal to consumers who prioritize sustainability.

Health and Nutritional Benefits: The growing focus on health and wellness, combined with the nutritional benefits of pea flakes (such as high protein, low allergenicity, and high fiber content), is driving their adoption across various sectors.

Growth in Vegan and Vegetarian Populations: The increasing number of vegan and vegetarian consumers worldwide is contributing to the demand for plant-based ingredients like pea flakes, which provide a sustainable protein source without relying on animal products.

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Challenges:

Despite its growth, the pea flake market faces some challenges, including:

Price Volatility: Fluctuations in the price of raw peas, influenced by factors like weather conditions and crop yields, can affect the cost structure of pea flake production, potentially impacting pricing and profitability.

Supply Chain Constraints: The pea flake industry is also subject to supply chain disruptions, which can affect production timelines and availability. This is particularly critical in regions where the demand for plant-based proteins is high.

Consumer Perception: Although pea flakes are gaining popularity, they are still relatively new to some markets. Consumer education about the benefits and versatility of pea flakes is needed to further drive market growth.

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Contact Us:

Market Research Future (Part of Wantstats Research and Media Private Limited)

99 Hudson Street, 5Th Floor

New York, NY 10013

United States of America

+1 628 258 0071 (US)

+44 2035 002 764 (UK)

Email: sales@marketresearchfuture.com

Website: <https://www.marketresearchfuture.com>

Market Research Future

Market Research Future

+1 855-661-4441

[email us here](#)

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