

Flour Treatment Agents Market is Estimated to Reach USD 1,407 Million by 2035 | Fact.MR

Analysis of Flour Treatment Agents Market Covering 30+ Countries Including Analysis of US, Canada, UK, Germany, France, Nordics, GCC countries

ROCKVILLE, MD, UNITED STATES, June 26, 2025 /EINPresswire.com/ -- The global [flour treatment agents market](#) is poised for steady growth, projected to rise from USD 907.5 million in 2024 to USD 1,407 million by 2035, according to a comprehensive report by Fact.MR.

With a compound annual growth rate (CAGR) of 4.1% over the forecast period from 2025 to 2035, the market is expected to grow 1.5X, creating an absolute dollar opportunity of USD 499.5 million. Driven by increasing consumer demand for high-quality baked goods, the rise of clean-label and gluten-free products, and advancements in food technology, flour treatment agents are playing a pivotal role in transforming the global baking industry.

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The Role of Flour Treatment Agents

Flour treatment agents, including enzymes, oxidizing agents, reducing agents, emulsifiers, and other additives, are essential for enhancing the quality, texture, and shelf life of flour-based products such as bread, cakes, pastries, and noodles. These agents improve dough handling, increase moisture absorption, and ensure consistent baking performance, meeting the needs of both industrial and home bakers. The Fact.MR report highlights that the market's valuation of USD 944.7 million in 2025 reflects its growing significance, driven by the global demand for processed foods and innovative baking solutions.

The market's growth is fueled by the rising popularity of bakery products, particularly in urban areas, where changing lifestyles and dietary preferences are driving demand for convenient,

Flour Treatment Agents Market



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high-quality baked goods. Flour treatment agents, such as fungal alpha-amylase, ascorbic acid, and L-cysteine, enhance dough elasticity, texture, and shelf life, making them indispensable in modern baking.

Key Drivers of Market Growth

The Fact.MR report identifies several key drivers propelling the flour treatment agents market. The primary factor is the growing demand for high-quality bakery products, driven by urbanization, rising disposable incomes, and shifting consumer preferences toward processed and convenience foods. Flour treatment agents, such as benzoyl peroxide, potassium bromate, and enzymes, enhance flour performance, making dough easier to manage and improving the texture and volume of baked goods.

The clean-label movement is another significant driver, as consumers increasingly seek natural, minimally processed ingredients. Manufacturers are responding by developing enzyme-based and organic flour treatment agents, which offer scalability despite higher costs. For example, Nutricepts, in collaboration with CrystalBan, has introduced innovative solutions to improve product quality while addressing consumer demands for transparency.

Advancements in food technology and R&D investments are further driving market growth. Companies like Corbion, Nutricepts, and RIKEN VITAMIN Co., Ltd. are leveraging partnerships, mergers, and new product launches to stay competitive. The increasing use of soy flour, with its 40% protein content, to enhance the nutritional profile of baked goods is another trend fueling market expansion. Additionally, the growing popularity of home baking, accelerated by the COVID-19 pandemic, has increased demand for flour treatment agents among home chefs and small-scale bakers.

Market Segmentation and Regional Insights

The flour treatment agents market is segmented by type (oxidizing agents, enzymes, reducing agents, emulsifiers, others), application (bakery products, noodles and pasta, others), form (powder, liquid, granules), and region. Bakery products, particularly bread, dominate the market due to their widespread consumption and the critical role of treatment agents in improving dough quality. Enzymes and oxidizing agents, such as fungal alpha-amylase and ascorbic acid, are the most widely used types, valued for their ability to enhance texture and shelf life.

Geographically, Europe holds a significant market share, projected to account for 26% of global demand by 2035, driven by its strong baking culture and stringent regulations on food additives. North America follows closely, with the U.S. benefiting from a robust bakery industry and high consumer demand for clean-label products. The Asia-Pacific region, particularly East Asia, is the fastest-growing market, fueled by rapid urbanization, increasing disposable incomes, and growing consumption of processed foods in countries like China and India.

Challenges and Opportunities

The flour treatment agents market faces challenges, including supply chain disruptions and regulatory restrictions. The COVID-19 pandemic exposed vulnerabilities in global supply chains, affecting raw material availability and pricing. Additionally, regulations on certain flour treatment agents, such as potassium bromate, vary by region due to safety concerns, requiring manufacturers to comply with local standards. The high cost of developing plant-based and organic agents also poses scalability challenges, particularly for smaller producers.

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The Future of Flour Treatment Agents

With a projected market size of USD 1,407 million by 2035, the flour treatment agents market is set to play a critical role in the global food and beverage industry. The Fact.MR report underscores that sustained growth will be driven by consumer demand for high-quality, health-conscious products, advancements in clean-label formulations, and expanding applications in emerging markets. Key players, including Corbion, Nutricepts, Canton Chem, Inc., and Brolite Products Co., Inc., are investing in R&D and strategic partnerships to innovate and meet evolving consumer needs.

The convergence of clean-label trends, technological advancements, and growing bakery consumption is creating a dynamic ecosystem for flour treatment agents. As manufacturers address regulatory and supply chain challenges, the market is poised to deliver innovative solutions that enhance the quality and sustainability of baked goods worldwide.

Conclusion

The flour treatment agents market is on a steady growth path, projected to reach USD 1,407 million by 2035 with a CAGR of 4.1%. From USD 907.5 million in 2024, the market is driven by demand for high-quality baked goods, clean-label innovation, and growth in emerging markets. Despite challenges like supply chain disruptions and regulatory restrictions, the market's focus on sustainability and technological advancements positions it for robust growth. The Fact.MR report provides actionable insights for stakeholders to capitalize on this dynamic sector, highlighting its critical role in shaping the future of baking.

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