

# **Global Pea Flakes Market Size study & Forecast, by Nature (Organic, Conventional), by Type (Yellow Peas, Green Peas), by End-Use (Food Processing, Animal Feed, Aqua Feed, Household/Retail), by Packaging (Retail, Pouches, Paper bags, Tins, Bulk), by Application (Food Processing, Animal Feed), by Distribution Channel (B2B/Direct, B2C/Indirect, Supermarkets/Hypermarkets, Modern Grocery Stores, Online Retailers, Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Pea Flakes Market is valued approximately at USD 1.88 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 10.50% over the forecast period 2023-2030. Pea flakes, derived from yellow and green peas, are protein-rich snacks and supplements. They offer a plethora of nutrients, including dietary fiber and vitamins. Pea flakes can be mixed with starch and consumed alongside meals. The global pea flakes market is experiencing growth in the food and beverage industry due to its growing usage in hotels, cafes, and food processing as a replacement for breadcrumbs, flour mixes, and other ingredients. Additionally, the market is expanding with the use of pea flakes as proteins in gym supplements, dietary supplements, and protein manufacturing. Furthermore, the anti-oxidant properties of pea flakes have opened up a new market in pet animal and aquatic animal feed, leading to increased demand for the product.

Moreover, the pea flakes market is anticipated to drive by the rising demand in food and

beverages industry. They serve as versatile replacements for breadcrumbs and flour mixes while also being used in gym supplements, dietary supplements, and protein manufacturing. According to Statista, the global food market is projected to witness continuous revenue growth from 2023 to 2027, with a total increase of USD 2.6 trillion (+27.57 percent). By 2027, the estimated revenue is expected to reach USD 12 trillion. Additionally, growing number of fitness centres and increased female participation and increasing use of the product as a thickening agent offers lucrative opportunities to the market. However, the availability of low-cost substitutes stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Pea Flakes Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 with largest market share owing to their potential to address health issues such as obesity, high blood pressure, and nutritional deficiencies, particularly in the United States. Additionally, the market is driven by the availability of affordable products and the high spending capacity of individuals in developed economies, further fueling market growth in this region. Asia Pacific is expected to fastest growing significantly during the forecast period, due to the rising consumption rates and economic development in countries like India, China, Indonesia, and Japan. These developing nations have experienced an increase in per capita income, leading to a willingness to spend more on higher-quality and nutritious food.

Major market player included in this report are:

Nutiva Inc

The Simply Good Food Co.

Iovate Health Sciences International Inc.

Danone SA

Orgain Inc.

True Nutrition

Garden Valley Foods

SOTEXPRO

JR FARM GmbH

B P Milling Ltd

Recent Developments in the Market:

In October 2022, Choc Affair, an ethical chocolate brand from York, UK, has expanded its range with new plant-based offerings. The additions include Oat Milk Hot Chocolate and Oat Milk Chocolate Buttons, available in milk, white, and dark chocolate variations suitable for vegans. The launch has prompted interest from confectionery, bakery, and dairy customers who are now exploring vegan formulations, according to Ilco Kwast, the

commercial director at Cargill.

Global Pea Flakes Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Nature, Type, End Use, Packaging, Application, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Nature:

Organic

Conventional

By Type:

Yellow Peas

Green Peas

By End-Use:

Food Processing

Animal Feed

Aqua Feed

Household/Retail

By Packaging:

Retail

Pouches

Paper bags

Tins

Bulk

By Application:

Food Processing

Animal Feed

By Distribution Channel:

B2B/Direct

B2C/Indirect

Supermarkets/Hypermarkets

Modern Grocery Stores

Online Retailers

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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