

Global Self-Rising Flour Market Size Study, by Source (Wheat, Corn), by Nature (Organic, Conventional), by End Use (Bakery and Confectionery, Noodle and Pasta), by Sales Channel (Direct, Indirect, Wholesale, Online Retailer, Supermarket/Hypermarket, Specialty Stores) and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/GDA504AFA1A0EN.html>

Date: November 2024

Pages: 285

Price: US\$ 4,950.00 (Single User License)

ID: GDA504AFA1A0EN

Abstracts

Global Self-Rising Flour Market is valued USD 11.89 million in 2023 growing at a CAGR of 6.3% during forecast period from 2024 to 2032. Self-rising flour, a pre-mixed blend of all-purpose flour, baking powder, and salt, has emerged as a convenient solution for home bakers and commercial food services. Its simplicity and reliability in producing consistent baked goods, such as biscuits, muffins, and pancakes, position it as a preferred choice in the marketplace.

The Global Self-Rising Flour Market is driven by the rising trend of home baking, fueled by increased interest in cooking during the pandemic. The convenience offered by self-rising flour appeals to busy consumers seeking quick and easy meal solutions. Opportunities exist in product innovation, such as organic and specialty blends, as well as expanding distribution channels to reach a wider audience in both retail and online marketplaces. However, market growth may be restrained by the rising preference for gluten-free and alternative flours among health-conscious consumers.

Regionally, North America is the dominant force in the self-rising flour market, with a robust baking culture and significant consumer demand for convenience foods. Meanwhile, the Asia-Pacific region is emerging as the fastest-growing market, with rapid urbanization and a shift toward Western-style diets driving the increased demand for self-rising flour, particularly in countries like China and India. In these regions,

consumers are increasingly embracing ready-mix solutions, which are helping to fuel market growth.

Major market players included in this report are:

General Mills

The White Lily Foods Company

Reily Foods Company

Martha White Foods Inc.

Ardent Mills

ADM Company

King Arthur Flour Company, Inc.

Renwood Mills

The Kroger Co.

Shawnee Milling Company

Marriage's The Master Millers

The detailed segments and sub-segments of the market are explained below:

By Source:

Wheat

Corn

By Nature:

Organic

Conventional

By End Use:

Bakery and Confectionery

Noodle and Pasta

By Sales Channel:

Direct

Indirect

Wholesale

Online Retailer

Supermarket/Hypermarket

Specialty Stores

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

RoLA

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year: 2022

Base year: 2023

Forecast period: 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed geographical analysis with country-level breakdowns.

Competitive landscape with strategic information on major players in the market.

Analysis of key business strategies and future market approaches.

Competitive structure of the market with supply-side and demand-side dynamics

Contents

CHAPTER 1. GLOBAL SELF-RISING FLOUR MARKET EXECUTIVE SUMMARY 1.1. GLOBAL SELF-RISING FLOUR MARKET SIZE & FORECAST (2022-2032)

- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Source
 - 1.3.2. By Nature
 - 1.3.3. By End Use
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL SELF-RISING FLOUR MARKET DEFINITION AND RESEARCH ASSUMPTIONS 2.1. RESEARCH OBJECTIVE

- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL SELF-RISING FLOUR MARKET DYNAMICS

- 3.1. Market Drivers
 - 3.1.1. Rising Demand for Convenient Baking Solutions
 - 3.1.2. Growth of Home Baking Trend

3.2. Market Challenges

3.2.1. Limited Awareness in Developing Regions

3.2.2. Competition from Specialty Flours

3.3. Market Opportunities

3.3.1. Product Innovation (Gluten-Free and Organic Options)

3.3.2. Untapped Markets in Asia-Pacific and Latin America

CHAPTER 4. GLOBAL SELF-RISING FLOUR MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

4.1.1. Bargaining Power of Suppliers

4.1.2. Bargaining Power of Buyers

4.1.3. Threat of New Entrants

4.1.4. Threat of Substitutes

4.1.5. Competitive Rivalry

4.2. PESTEL Analysis

4.2.1. Political

4.2.2. Economical

4.2.3. Social

4.2.4. Technological

4.2.5. Environmental

4.2.6. Legal

4.3. Top investment opportunity

4.4. Top winning strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL SELF-RISING FLOUR MARKET SIZE & FORECAST BY SOURCE (2022-2032)

5.1. Segment Dashboard

5.2. Global Self-Rising Flour Market: Wheat Revenue Trend Analysis, 2022 & 2032 (USD Million)

5.3. Global Self-Rising Flour Market: Corn Revenue Trend Analysis, 2022 & 2032 (USD Million)

CHAPTER 6. GLOBAL SELF-RISING FLOUR MARKET SIZE & FORECAST BY NATURE (2022-2032)

6.1. Segment Dashboard

6.2. Global Self-Rising Flour Market: Organic Revenue Trend Analysis, 2022 & 2032 (USD Million)

6.3. Global Self-Rising Flour Market: Conventional Revenue Trend Analysis, 2022 & 2032 (USD Million)

CHAPTER 7. GLOBAL SELF-RISING FLOUR MARKET SIZE & FORECAST BY END USE (2022-2032)

7.1. Segment Dashboard

7.2. Global Self-Rising Flour Market: Bakery and Confectionery Revenue Trend Analysis, 2022 & 2032 (USD Million)

7.3. Global Self-Rising Flour Market: Noodle and Pasta Revenue Trend Analysis, 2022 & 2032 (USD Million)

CHAPTER 8. GLOBAL SELF-RISING FLOUR MARKET SIZE & FORECAST BY SALES CHANNEL (2022-2032)

8.1. Segment Dashboard

8.2. Global Self-Rising Flour Market: Direct Revenue Trend Analysis, 2022 & 2032 (USD Million)

8.3. Global Self-Rising Flour Market: Indirect Revenue Trend Analysis, 2022 & 2032 (USD Million)

8.3.1. Wholesale

8.3.2. Online Retailer

8.3.3. Supermarket/Hypermarket

8.3.4. Specialty Stores

CHAPTER 9. GLOBAL SELF-RISING FLOUR MARKET SIZE & FORECAST BY REGION (2022-2032)

9.1. North America Self-Rising Flour Market

9.1.1. U.S. Self-Rising Flour Market

9.1.2. Canada Self-Rising Flour Market

9.2. Europe Self-Rising Flour Market

9.2.1. U.K. Self-Rising Flour Market

9.2.2. Germany Self-Rising Flour Market

9.2.3. France Self-Rising Flour Market

- 9.2.4. Spain Self-Rising Flour Market
- 9.2.5. Italy Self-Rising Flour Market
- 9.2.6. Rest of Europe Self-Rising Flour Market
- 9.3. Asia-Pacific Self-Rising Flour Market
 - 9.3.1. China Self-Rising Flour Market
 - 9.3.2. India Self-Rising Flour Market
 - 9.3.3. Japan Self-Rising Flour Market
 - 9.3.4. Australia Self-Rising Flour Market
 - 9.3.5. South Korea Self-Rising Flour Market
 - 9.3.6. Rest of Asia-Pacific Self-Rising Flour Market
- 9.4. Latin America Self-Rising Flour Market
 - 9.4.1. Brazil Self-Rising Flour Market
 - 9.4.2. Mexico Self-Rising Flour Market
 - 9.4.3. Rest of Latin America Self-Rising Flour Market
- 9.5. Middle East & Africa Self-Rising Flour Market
 - 9.5.1. Saudi Arabia Self-Rising Flour Market
 - 9.5.2. South Africa Self-Rising Flour Market
 - 9.5.3. Rest of Middle East & Africa Self-Rising Flour Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Key Company SWOT Analysis
 - 10.1.1. General Mills
 - 10.1.2. King Arthur Flour Company, Inc.
 - 10.1.3. The Kroger Co.
- 10.2. Top Market Strategies
- 10.3. Company Profiles
 - 10.3.1. General Mills
 - 10.3.1.1. Key Information
 - 10.3.1.2. Overview
 - 10.3.1.3. Financial (Subject to Data Availability)
 - 10.3.1.4. Product Summary
 - 10.3.1.5. Market Strategies
 - 10.3.2. The White Lily Foods Company
 - 10.3.3. Reily Foods Company
 - 10.3.4. Martha White Foods Inc.
 - 10.3.5. Ardent Mills
 - 10.3.6. ADM Company
 - 10.3.7. Renwood Mills

- 10.3.8. Shawnee Milling Company
- 10.3.9. Marriage's The Master Millers

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Self-Rising Flour market, report scope

TABLE 2. Global Self-Rising Flour market estimates & forecasts by Region 2022-2032 (USD Million)

TABLE 3. Global Self-Rising Flour market estimates & forecasts by Source 2022-2032 (USD Million)

TABLE 4. Global Self-Rising Flour market estimates & forecasts by Nature 2022-2032 (USD Million)

TABLE 5. Global Self-Rising Flour market estimates & forecasts by End Use 2022-2032 (USD Million)

TABLE 6. Global Self-Rising Flour market estimates & forecasts by Sales Channel 2022-2032 (USD Million)

TABLE 7. Global Self-Rising Flour market estimates & forecasts by Region 2022-2032 (USD Million)

This list is not complete; the final report contains more than 100 tables. The list may be updated in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Self-Rising Flour market, research methodology
- FIG 2. Global Self-Rising Flour market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Self-Rising Flour market, key trends 2023
- FIG 5. Global Self-Rising Flour market, growth prospects 2022-2032
- FIG 6. Global Self-Rising Flour market, porters 5 force model
- FIG 7. Global Self-Rising Flour market, PESTEL analysis
- FIG 8. Global Self-Rising Flour market, value chain analysis

This list is not complete; the final report contains more than 50 figures. The list may be updated in the final deliverable

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