

Global Peas Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Peas, a popular legume known for their nutritional value and versatility in culinary applications, are a significant commodity in the global food market. The market for peas encompasses various types such as green peas, yellow peas, and sugar snap peas, catering to diverse consumer preferences and industry demands.

In 2023, the global market size for peas reached approximately USD 7.6 billion. This market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.78% from 2024 to 2032. Several key factors are driving this growth, including the increasing consumer awareness regarding the health benefits of peas, the rising demand for plant-based protein sources, and the growing popularity of vegetarian and vegan diets worldwide.

One notable trend in the pea market is the surge in demand for plant-based protein alternatives. Peas are rich in protein, fiber, and various vitamins, making them a preferred choice for health-conscious consumers. This trend is further fueled by the shift towards sustainable and environmentally friendly food options, as peas have a lower carbon footprint compared to animal-based protein sources.

Another trend shaping the pea market is the innovation in pea-based products. Food manufacturers are introducing a wide range of pea-based products such as pea protein powders, pea milk, and pea snacks to cater to the evolving consumer preferences for plant-based alternatives. This trend not only expands the market reach of peas but also drives product diversification and innovation within the industry.

Furthermore, the regional distribution of the pea market highlights certain key markets leading the industry. North America and Europe are prominent regions for pea consumption, driven by the increasing adoption of vegetarian and flexitarian diets. In Asia Pacific, countries like China and India are emerging as significant markets for peas due to the growing population, rising disposable incomes, and shifting dietary patterns towards healthier options.

Despite the positive growth prospects, the pea market faces challenges such as price volatility due to fluctuating supply and demand dynamics, competition from other plant-based protein sources, and the need for sustainable farming practices to ensure long-term environmental viability. Overcoming these challenges will require strategic collaborations across the value chain, investment in research and development, and continuous innovation in product offerings to meet evolving consumer preferences.

In conclusion, the global market for peas is poised for steady growth driven by factors such as the increasing demand for plant-based protein, consumer awareness of health benefits, and product innovation. By capitalizing on these trends and addressing key challenges, stakeholders in the pea market can unlock opportunities for expansion and differentiation in the competitive landscape.

This report provides a deep insight into the global Peas market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Peas Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Peas market in any manner.

Global Peas Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Green Pea Company

Birds Eye

TsungHsing Food Machinery

Shimla Hills

COSUCRA

Hartleys

IQF

McCain Foods

Pinnacle Foods

B&G Foods

Wattie's

Bonduelle

The Green Pea Company

Superior Foods

SunOpta

Simplot

Titan Frozen Fruit

Sinonut

Market Segmentation (by Type)

Dried Peas

Frozen Peas

Fresh Peas

Market Segmentation (by Application)

Online Sales

Offline Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Peas Market

Overview of the regional outlook of the Peas Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Peas Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the

market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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