

# Global Tortilla Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G1E222A2942GEN.html>

Date: June 2024

Pages: 113

Price: US\$ 3,480.00 (Single User License)

ID: G1E222A2942GEN

## Abstracts

According to our (Global Info Research) latest study, the global Tortilla market size was valued at USD 40880 million in 2023 and is forecast to a readjusted size of USD 50330 million by 2030 with a CAGR of 3.0% during review period.

Tortilla is a key component of Mexican cuisine, which is a thin round of unleavened flatbread and is processed or made from two main sources, i.e., corn or wheat. Tortilla has been a staple food for the Hispanic population for decades, however, in other regions the product has been served in various sectors as snacks, wraps, etc.

In addition to being low in fat and tasty, tortillas are also high in folic acid. This vitamin is important for healthy nails, hair and skin. Inexpensive and versatile, tortillas can be used in a variety of recipes, removing a barrier to their widespread adoption as healthy alternatives to other potentially dangerous proteins or chemicals. Tortillas made from corn or wheat, considered rich in protein, vitamins and minerals, have taken hold in Latin America and are growing in popularity in other parts of the world as well. Growing health awareness among consumers in the global market is driving the industry's expansion in the global market.

The Global Info Research report includes an overview of the development of the Tortilla industry chain, the market status of Supermarket (Organic, Conventional), Convenience Stores (Organic, Conventional), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Tortilla.

Regionally, the report analyzes the Tortilla markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing

consumer awareness. Asia-Pacific, particularly China, leads the global Tortilla market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Tortilla market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Tortilla industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Organic, Conventional).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Tortilla market.

**Regional Analysis:** The report involves examining the Tortilla market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Tortilla market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Tortilla:

**Company Analysis:** Report covers individual Tortilla manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Tortilla This may involve surveys, interviews, and analysis of

consumer reviews and feedback from different by Application (Supermarket, Convenience Stores).

**Technology Analysis:** Report covers specific technologies relevant to Tortilla. It assesses the current state, advancements, and potential future developments in Tortilla areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Tortilla market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Tortilla market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Organic

Conventional

### Market segment by Application

Supermarket

Convenience Stores

Food & Drink Specialty Stores

Online Retailing

Others

## Major players covered

GRUMA

PepsiCo

Easy Food

La Tortilla Factory

Tortilla King

Catallia Mexican Foods

Aranda's Tortilla Company

Arevalo Foods

Azteca Foods

Eagle Foods Australia

Franco Whole Foods

OI? Mexican Foods

Fiesta Tortilla Factory

Rudy's Tortilla

## Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Tortilla product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Tortilla, with price, sales, revenue and global market share of Tortilla from 2019 to 2024.

Chapter 3, the Tortilla competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Tortilla breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Tortilla market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Tortilla.

Chapter 14 and 15, to describe Tortilla sales channel, distributors, customers, research findings and conclusion.

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