

Cassava Flour Market Size, Share & Trends Analysis Report By Product (Conventional Cassava Flour, Organic Cassava Flour), By Application, By Distribution Channel (Supermarkets & Hypermarkets), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Cassava Flour Market Size & Trends

The global cassava flour market size was estimated at USD 4.74 billion in 2023 and is expected to grow at a CAGR of 6.3% from 2024 to 2030. The market is experiencing significant growth driven by various factors that cater to changing consumer preferences and market dynamics. One of the primary drivers is the increasing demand for functional foods. As consumers become more health-conscious, there is a notable shift towards foods that offer health benefits, such as higher fiber content and gluten-free options. Cassava flour meets these demands effectively, being naturally gluten-free and rich in carbohydrates and fiber, which supports digestive health and provides sustained energy. This trend is fostering innovation in product development, leading to a broader acceptance of cassava flour in health-oriented food products.

Another critical factor propelling the industry is the expansion of the food and beverage industry. With urbanization and a growing working population, particularly in emerging economies like India and China, there is an escalating need for convenient food options. Cassava flour's versatility makes it an attractive ingredient for various applications, including baked goods, snacks, and gluten-free products. Its ability to align with the rising trend of plant-based diets further enhances its appeal, allowing manufacturers to cater to a diverse consumer base seeking healthier alternatives.

The growing awareness of nutritional benefits associated with cassava flour is also a significant driver. As consumers become more informed about the foods they consume, there is an increasing preference for ingredients that provide health benefits. Cassava flour's higher fiber content compared to other gluten-free flours positions it as a nutritious alternative that not only meets dietary restrictions but also contributes positively to overall health. This awareness is leading to greater consumer demand for products containing cassava flour, thereby boosting market growth.

Technological advancements in food processing and production are enhancing the industry landscape as well. Innovations in processing methods have improved the quality and functionality of cassava flour, making it more appealing to manufacturers and consumers alike. The development of clean-label products—those free from artificial additives—has become a priority for many food producers. Cassava flour fits well in this category, offering a natural ingredient that aligns with consumer preferences for transparency and healthfulness in food products.

The rise of e-commerce has transformed how consumers access food products, including cassava flour. Online retail platforms provide convenience and a wider selection of products, enabling consumers to explore various brands and types of cassava flour easily. This shift towards digital shopping is particularly pronounced among younger consumers who prioritize convenience and variety in their purchasing decisions. As online sales channels continue to grow, they are expected to significantly contribute to the overall expansion of the cassava flour industry.

The increasing demand for gluten-free options across various demographics has created substantial opportunities for cassava flour. With rising incidences of gluten intolerance and celiac disease, more consumers are seeking gluten-free alternatives in their diets. Cassava flour's inherent properties make it an ideal substitute for wheat flour in many recipes, further solidifying its position in both home cooking and commercial food production. The trend towards gluten-free diets is expected to continue driving demand for cassava flour as a staple ingredient in gluten-free formulations.

The cassava flour industry faces several challenges that could hinder its growth and stability. One major issue is raw material scarcity and price volatility. The production of cassava flour relies heavily on the availability of high-quality cassava roots, which can be affected by various factors such as climate change, pests, and diseases. These variables lead to inconsistent yields, making it difficult for producers to maintain a steady supply chain. Additionally, fluctuations in raw material prices can significantly impact

production costs, ultimately affecting the pricing of cassava flour in the market. This unpredictability can deter investment and limit the profitability of cassava flour businesses, creating a challenging environment for both small-scale farmers and larger manufacturers.

Another significant challenge is related to post-harvest losses and processing inefficiencies. Many regions lack adequate infrastructure for the storage and processing of cassava, leading to substantial waste after harvesting. Insufficient facilities can compromise the quality of cassava flour and increase operational costs for producers. Moreover, cassava contains naturally occurring cyanogenic compounds that can be toxic if not processed correctly. Ensuring safe processing methods is crucial but can be resource-intensive and complex, posing additional barriers for producers. The combination of these factors not only affects supply but also contributes to a lack of consumer confidence in cassava flour products, further complicating market expansion efforts.

Global Cassava Flour Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global cassava flour market report based on the product, application, distribution channel, and region:

Product Outlook (Revenue, USD Million, 2018 - 2030)

Conventional Cassava Flour

Organic Cassava Flour

Application Outlook (Revenue, USD Million, 2018 - 2030)

Food & Beverage

Animal Feed

Pharmaceutical

Personal Care & Cosmetics

Others

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Supermarkets & Hypermarkets

Convenience Stores

Grocery Stores

Online Retailers

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

Nigeria

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Packaging Outlook
- 2.4. Competitive Landscape Outlook

CHAPTER 3. CASSAVA FLOUR MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Raw Material Outlooks
 - 3.3.2. Manufacturing and Technology Trends
 - 3.3.3. Sales Channel Analysis
 - 3.3.4. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Market Opportunities
 - 3.4.4. Market Challenges
- 3.5. Industry Analysis - Porter's Five Forces Analysis
- 3.6. Market Entry Strategies

CHAPTER 4. CASSAVA FLOUR MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1. Cassava Flour Market, by Product: Key Takeaways
- 4.2. Product Movement Analysis & Market Share, 2023 & 2030
- 4.3. Market Estimates & Forecasts, by Product, 2018 - 2030 (USD Million)
 - 4.3.1. Conventional Cassava Flour
 - 4.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 4.3.2. Organic Cassava Flour
 - 4.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 5. CASSAVA FLOUR MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 5.1. Cassava Flour Market, by Application: Key Takeaways
- 5.2. Application Movement Analysis & Market Share, 2023 & 2030
- 5.3. Market Estimates & Forecasts, by Application, 2018 - 2030 (USD Million)
 - 5.3.1. Food & Beverage
 - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.2. Animal Feed
 - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.3. Pharmaceuticals
 - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.4. Personal Care & Cosmetics
 - 5.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 5.3.5. Others
 - 5.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 6. CASSAVA FLOUR MARKET: DISTRIBUTION ESTIMATES & TREND ANALYSIS

- 6.1. Cassava Flour Market, by Distribution: Key Takeaways
- 6.2. Distribution Movement Analysis & Market Share, 2023 & 2030
- 6.3. Market Estimates & Forecasts, by Distribution, 2018 - 2030 (USD Million)
 - 6.3.1. Supermarkets & Hypermarkets
 - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
 - 6.3.2. Convenience Stores
 - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.3. Grocery Stores

6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

6.3.4. Online Retailers

6.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

CHAPTER 7. CASSAVA FLOUR MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Cassava Flour Market: Regional Outlook

7.2. Regional Movement Analysis & Market Share, 2023 & 2030

7.3. Market Estimates & Forecasts, by Region & Country, 2018 - 2030 (USD Million)

7.3.1. North America

7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.1.2. U.S.

7.3.1.2.1. Key country dynamics

7.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.1.3. Canada

7.3.1.3.1. Key country dynamics

7.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.1.4. Mexico

7.3.1.4.1. Key country dynamics

7.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.2. Europe

7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.2.2. Germany

7.3.2.2.1. Key country dynamics

7.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.2.3. U.K.

7.3.2.3.1. Key country dynamics

7.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.2.4. France

7.3.2.4.1. Key country dynamics

7.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.2.5. Italy

7.3.2.5.1. Key country dynamics

7.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.2.6. Spain

7.3.2.6.1. Key country dynamics

7.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.3. Asia Pacific

7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.3.2. China

7.3.3.2.1. Key country dynamics

7.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.3.3. Japan

7.3.3.3.1. Key country dynamics

7.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.3.4. India

7.3.3.4.1. Key country dynamics

7.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.3.5. Australia & New Zealand

7.3.3.5.1. Key country dynamics

7.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.3.6. South Korea

7.3.3.6.1. Key country dynamics

7.3.3.6.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.4. Central & South America

7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.4.2. Brazil

7.3.4.2.1. Key country dynamics

7.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.5. Middle East & Africa

7.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3.5.2. Nigeria

7.3.5.2.1. Key country dynamics

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Recent Developments & Impact Analysis, by Key Market Participants

8.2. Company Categorization

8.3. Participant's Overview

8.4. Financial Performance

8.5. Product Benchmarking

8.6. Company Market Share Analysis, 2023 (%)

8.7. Company Heat Map Analysis

8.8. Strategy Mapping

8.9. Company Profiles

8.9.1. DADTCO Rivers Cassava Processing Company

- 8.9.2. Psaltry International
- 8.9.3. PT Agromoda Solution Indonesia
- 8.9.4. Green Hills Natural Foods
- 8.9.5. MHOGO Foods
- 8.9.6. Mocaf Factory
- 8.9.7. Cargill
- 8.9.8. Archer Daniels Midland Company (ADM)
- 8.9.9. Grain Millers, Inc.
- 8.9.10. Tereos Group
- 8.9.11. Thai Wah Public Company Limited
- 8.9.12. Roquette Frères
- 8.9.13. Emsland Group
- 8.9.14. Ingredion Incorporated
- 8.9.15. Otto's Naturals

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