

Pea Flakes Market Size, Share & Trends Analysis Report By Application (Food Processing, Animal Feed, Aqua Feed, Household/Retail), By Type, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Pea Flakes Market Growth & Trends

The global pea flakes market size is expected to reach USD 5.36 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 9.6% from 2025 to 2030. Growing awareness regarding health benefits offered and rise in incorporation of pea flakes as a staple food are expected to remain a key driving factor. Furthermore, increasing application of yellow and green pea flakes as an animal feed and aqua feed is fueling the demand for these products.

North America dominated the market in 2018 with a revenue of USD 629.3 million. This region is expected to witness significant growth due to growing awareness regarding the high nutritional content of the product and rising health issues like obesity and high blood pressure. Furthermore, strong brand goodwill and foothold of one of the major industry players, Garden Valley Foods is generating demand through their well-established distributor networks in U.S.

Asia Pacific is anticipated to witness significant growth in the coming years. This growth is attributed to growing health awareness and rapidly increasing population in the countries including China and India. Rising incorporation of pea flakes in soups, salads, and other food products is a key factor expanding the scope of the global

market in above-mentioned countries.

Yellow pea flakes led the market and accounted for 53.1% share of the overall revenue in 2018 owing to their high vitamin, mineral, and protein content, coupled with increasing inclination of consumers towards these products. Green pea flakes is the fastest growing segment in the market since it is easy to digest, rich in fiber, and natural source of protein. Growing application of pea flakes in aqua feed is drawing more demand for these products.

The food processing application segment accounted for the largest market share in 2018 due to superior health benefits of the product and high acceptance among the fitness oriented population. Usage of these products in animal feed is increasing in order to fulfill nutritional deficiencies.

Pea Flakes Market Report Highlights

By application, the food processing segment dominated the pea flakes industry, with a revenue share of 35.9% in 2024. Pea flakes are extensively used to make processed food products such as cereals, baked goods, convenience snacks, etc.

The green pea flakes segment is expected to experience the fastest growth during the forecast period. The rich protein content in green pea flakes and the growing utilization of food products made for vegan customers are adding to this segment's growth.

The hypermarket/supermarkets segment held the largest revenue share of the global pea flakes industry in 2024. This is attributed to increasing availability through hypermarkets/supermarkets, growing demand by urban pet owners, and ease of accessibility.

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