

Asia Pacific Flour Market (2017 - 2023)

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Abstracts

Flour is used as a major ingredient in various food types and also in bakery items such as in cakes, breads, pastry, and others. Flour is a powder obtained by crushing grain. White flour, wheat flour, and rye flour are some of the varieties of flours available in the market. Flours are either bleached or unbleached. Unbleached flour is treated naturally, whereas; bleached flour is treated chemically by adding more chemical based ingredients to it. Bleached flour contains bleaching agents to speed up the flour's ageing process.

The factors driving the growth of flour market are increase in the number of quick service restaurants (QSR). Rapid urbanization and increase in the disposable income of the consumers have driven the growth of flour market. Changes such as income levels, small family, busy lifestyle, growing number of working women, and most importantly, shift from the rural to urban areas have driven the demand for easy to cook foods. Additionally, increase in purchasing power of consumers in middle and lower level countries have also supported the growing demand for flour related products. Flour is also used as one of the main ingredients in foods such as pizzas, fried meals, burgers, cakes, pastries, and others. Rise in income level of consumers would ultimately increase the demand for rich foods. Hence, the factor is expected to contribute to the growth of flour market.

Based on the Raw Materials, the Flour market is segmented into Wheat, Maize, Rice, and Others. Based on Types, the market is segmented into wet and dry. Based on Application, the market is segmented into Bread & Bakery Products, Noodles & Pasta, Wafers, Crackers & Biscuits, Animal Feed, Non-Feed Application, and Others.

Based on Country, Flour market is segmented into China, Japan, India, Malaysia, Singapore, Australia and Rest of Asia Pacific. China remained the dominant Country in the Asia Pacific Flour market in 2016. India and Australia would witness promising

CAGR during the forecast period (2017-2023).

The report covers the analysis of key stake holders of the Flour market. Key companies profiled in the report include Archer Daniels Midland Company (Wild Flavors), General Mills Inc., King Arthur Flour Company, Inc., Associated British Foods Plc., Conagra Foods, Inc., Hodgson Mill, White Wings Corporation, and Ardent Mills.

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