

Europe 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 Flour market has been majorly driven by the significant growth in quick service restaurants, globally. McDonalds, Burger King, KFC, Subway and others are some of the Quick Service restaurants contributing to the demand for flour and related products. In the coming years, more restaurants are expected to open their food chains, worldwide. Additionally, few brands have also launched their food chains in different regions. Additionally, rapid urbanization has also led to changing preferences among the consumers. Today, consumers prefer products with high quality and rich proteins. Rising awareness about gluten free products and growth of commercial farmlands have also contributed to the growth of flour market. However, factors such as high cost of raw materials used in the production of flour have become one of the major restraints for 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 Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Russia remained the dominant Country in the Europe Flour market in 2016. UK 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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