

# North America 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. Market participants are enhancing their product portfolios by coming up with new product launches as a business strategy. Some of the examples for product launches would be Ardent Mills' introduction of new products such as organic flours, grains, and premium-multi user flour. Unicorn-Grain-Specialties-BV another market participant also launched its latest innovation, BiTex Tenderness; the product is used in preparing breads. BiTex Tenderness also provides unique texture to the food.

Companies are also focusing on constructing new mills, owing to the increasing demand for flour worldwide. In 2017, Archer Daniels Midland Company has announced to construct a new flour mill in Mendota, Illinois. Modern facilities with high capacity would allow the company to fulfill the increasing demand of flour in the Midwest. 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 US, Canada, Mexico and Rest of

North America. US remained the dominant Country in the North America Flour market in 2016. Canada 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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