

Sourdough Market - Forecasts from 2020 to 2025

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Abstracts

Sourdough market is expected to grow at a compound annual growth rate of 10.17% over the forecast period to reach a market size of US\$1,762.239 million in 2025 from US\$985.376 million in 2019. It is one of the oldest forms of bread which is used since ancient times. It was developed in Egypt 3000 years ago and from there it started and gradually spread to Ancient Europe till today. The demand has surged in recent years for the Sourdough Bread. It is being consumed because of its nutritionist and healthier properties. The production of the bread is a traditional and leveraging process. A renewed French microbiologist in 1857 published a study regarding microbial leveraging which has become essential for the bread. Since then, various bakers and companies have invested a substantial sum of capital into the enhancement and innovations of the bread. The production of the sourdough is imperative and significant. It is the major reason for the demand for the product. The bread during the production is leveled with a considerable mixture of lactic acid bacteria and yeast. It is a basic fact that the bread will always contain a minimum amount of yeast that has bacteria and lactic acid. This does not have a major and significant impact on the flavor of the bread.

The bacteria and lactic acid will always be present and detectable in the bread, and it is noticed by an average consumer. The major advantage of the bread is that it has enhanced sensory and nutritional attributes of the bread and has led to a surge in the shelf life of the bread which is more than the shelf life of yeasted loaves of bread. The ingredients used in the bread have a significant and imperative role. Flours used in the bread helps in the stabilizing and longevity of the product. Barley flour has a considerable glucan content and is widely used in the reduction of starch crystallization, therefore enhancing the firmness and stalling the staling of the bread. Soy flour is used for its moisture retention and crystallization reduction properties. It is also used as a substitute for wheat flour. The types of bread have a significant role in the market. Type I has a pH range between 3.8 to 4.5 and is used as a leveraging agent in the bread. Other types have a substantial role in the market. Type II bread has a pH range of around 3.5

or less. It is also available in liquid form and is used in the making of waffles, biscuits, and cookies. It is also called industrial bread because the production of bread adapts the strains. It is a pump-able product. Type III is the most commonly used bread and is known for its quality and extensive properties. It is the most produced bread in the sourdough category worldwide. It is also known for its taste and is widely used in bakery products. The market has a substantial demand and is expected to register significant growth in the coming years.

Covid-19 Pandemic has changed the lives of people worldwide. This has also made a significant impact on the choice of consumer needs, lifestyle, and preferences. The supply chains were severely impacted, and people were purchasing essential commodities only. But there was also a positive change as more people were experimenting with the novel types of food, trying to learn novel and new things to pass their time. The bakeries have seen a substantial surge in their sales as more people are flocking to purchase the bread. With the surge in technology, more people are taking online classes, with the chefs and experts worldwide providing online lessons. The demand for healthier food has risen during the pandemic as individuals want to stay healthier and fit. Healthier products also have a positive impact on immunity. With the sourdough bread providing better and nutritious properties than the yeast-based conventional bread, it has registered a significant demand during the pandemic. The individuals who are suffering from various diseases have benefited because of the demand. Social media has also made a major impact as people have started to engage more in social media networks. There has been a widespread surge in the demand for gluten-free food and products which made a positive impact on the Sourdough bread industry. Consumers tend to move towards a gluten-free diet as there are a lot of healthier and nutritious benefits. Gluten causes skin allergy, gastrointestinal allergy, celiac diseases, and others. According to the study published by the Mayo Clinic, a major non-profit public medical center in the United States, there are around 3.1 million people that have shifted to gluten-free products. In the study, 72% of the people didn't suffer from any celiac diseases that avoids gluten. The people that do not suffer from any gluten-related diseases are also shifting away from gluten, which will have a significant and positive impact on the sourdough market.

San Francisco sourdough bread is the most famous type in the United States. It was introduced from Europe at the time gold rush in California. The production method is claimed to be the same for over 150 years. The sourdough market has a significant presence worldwide. The bread has a pronounced flavor and contains lesser additives as compared to the other conventional bread. Europe has a significant share in the market. The traditional method for the production has declined and has made

considerable changes with the introduction of yeast in it. But The experts and specialists are still using the traditional method world-wide. The European regulations have also made an impact by protecting the use of traditional methods in various European countries. The regulations are being to some of the methods and products such as PDO (protected designation of origin), which is given to the Pagnotta del Dittaino and Pane di Altamura, both of which are produced in Italy. Based on geographical location, Pan de Cruz de Ciudad Real, Apan de Cea, Pane di Matera, Pane di Genzano have been protection through regulations and these bread can only be leveled by the traditional Sour-dough method. The usage of Rye flour is predominant in Northern Europe and is countries such as Germany, the USA, Russia, as the flour docent contain gluten ingredients in it. The preservation of the culture of the bread is imperative as it is a major reason for the surge of demand. There has been a widespread surge in the Asian Region with the countries such as India, China and Japan have a major share in the market.

Segmentation

By Type

Type I

Type II

Type III

Others

By Applications

Bread

Cake

Pizza

Waffles

Others

By Distribution Channel

Offline

Hypermarkets

Others

Online

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Italy

Others

The Middle East and Africa

Saudi Arabia

South Africa

Others

Asia Pacific

China

India

Japan

Australia

Others

Note: The report will be dispatched withing 2-3 business days.

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