

# **Cultured Wheat Market Forecasts to 2030 – Global Analysis By Product Type (Flour, Protein, Starch, Oil, Fiber and Other Product Types), Wheat Type, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Cultured Wheat Market is accounted for \$704.1 million in 2024 and is expected to reach \$1,062.6 million by 2030 growing at a CAGR of 7.1% during the forecast period. Cultured wheat is wheat that is cultivated using advanced agricultural techniques, such as tissue culture, genetic modification, or selective breeding, to enhance its properties. These methods aim to improve the wheat's resistance to diseases, pests, and environmental stresses while boosting its yield and nutritional content. Cultured wheat is often designed for specific agricultural needs, such as better adaptability to diverse climates or higher productivity, ensuring a more sustainable and efficient crop for future food production.

Market Dynamics:

Driver:

Growing demand for clean label and natural products

The growing demand for clean label and natural products in the market is driven by increasing consumer preferences for transparency, health-conscious choices, and sustainability. Consumers are actively seeking products free from artificial additives, preservatives, and chemicals, pushing manufacturers to adopt natural ingredients and simpler formulations. This shift is fostering innovation in the cultured wheat industry, as brands focus on delivering high-quality, wholesome products that align with evolving

consumer values.

Restraint:

Limited availability of raw materials

The limited availability of raw materials in the market poses a significant challenge, leading to higher production costs and supply chain disruptions. Scarcity of key ingredients can restrict manufacturers' ability to meet growing demand, impacting product availability and potentially increasing prices. This shortage can also slow innovation, as producers struggle to source quality raw materials, ultimately limiting the growth potential and profitability of companies within the market.

Opportunity:

Increasing interest in gluten-free alternatives

The rising interest in gluten-free alternatives is significantly impacting the market. With more consumers adopting gluten-free diets due to health reasons or dietary preferences, there is a growing demand for gluten-free wheat-based products. Manufacturers are responding by developing innovative wheat substitutes and gluten-free formulations to cater to this market shift. This trend is driving the expansion of gluten-free cultured wheat products, offering healthier options while maintaining taste and texture.

Threat:

High Production Costs

High production costs in the market can negatively impact profitability and pricing strategies for manufacturers. Expensive raw materials, advanced processing technologies, and labor-intensive methods contribute to these elevated costs. As a result, companies may face challenges in offering competitive pricing, potentially limiting market accessibility for consumers. Additionally, high costs could hinder innovation and expansion, reducing the ability of businesses to respond to changing market demands and consumer preferences.

Covid-19 Impact:

The COVID-19 pandemic had a significant impact on the market, causing disruptions in supply chains, raw material shortages, and production delays. Lockdowns and travel restrictions affected manufacturing capacities, while consumer purchasing behavior shifted, with an increased focus on health-conscious and sustainable products. Despite these challenges, the pandemic accelerated demand for plant-based and gluten-free alternatives, driving innovation and further growth in the cultured wheat sector as consumers sought healthier options.

The protein segment is expected to be the largest during the forecast period

The protein segment is anticipated to account for the largest market share during the projection period. Cultured wheat, produced using fermentation and biotechnology, offers a sustainable and efficient alternative to traditional wheat farming. It provides a high-quality, nutrient-rich protein source for various food products, catering to the growing vegan and health-conscious consumer base. Innovations in food technology and the increasing focus on sustainability further fuel market expansion.

The biofertilizers segment is expected to have the highest CAGR during the forecast period

The biofertilizers segment is expected to have the highest CAGR during the extrapolated period enhancing sustainability and crop yields. By promoting the growth of beneficial microorganisms, biofertilizers improve soil health and reduce the need for chemical fertilizers. In cultured wheat production, they help optimize the fermentation process and promote robust wheat growth, contributing to higher-quality protein output. The growing demand for eco-friendly farming practices and organic products drives the adoption of biofertilizers.

Region with largest share:

North America region is anticipated to account for the largest market share during the forecast period driven by consumers' growing preference for environmentally friendly, high-protein options. With a strong focus on innovation in food technology, companies are exploring cultured wheat as a viable alternative to traditional wheat farming. Additionally, favorable regulations, investment in research and development, and a growing awareness of the environmental impact of agriculture further support the region's market growth.

Region with highest CAGR:

Asia Pacific is expected to register the highest growth rate over the forecast period. The development of cell-culturing techniques, combined with growing investments in the food-tech sector, is making it increasingly feasible to produce cultured wheat at scale. This technology is crucial for driving the market's expansion in the region. Additionally, as environmental concerns increase, especially regarding agricultural practices' carbon footprint, the demand for lab-grown and sustainable proteins is on the rise.

### Key players in the market

Some of the key players in Cultured Wheat market include Cargill Inc., ADM , BASF SE, DuPont de Nemours, Inc., Ingredion Incorporated, Kerry Group, Tate & Lyle PLC, Naturex S.A., Royal DSM, Symrise AG, Plastipak Packaging, ConAgra Brands, Sealed Air Corporation, MGP Ingredients and AGP Group.

### Key Developments:

In February 2024, Cargill and food tech leader ENOUGH has expanded their partnership to further innovate nutritious and sustainable alternative meat and dairy solutions consumers crave. Cargill is investing in ENOUGH's most recent (Series C) growth funding campaign and has signed a commercial agreement to use and market its fermented protein.

In February 2024, ADM announced a trial programme with Voltloader, an innovative logistics and transportation company focused on the electrification of HGVs, to leverage Voltloader's cutting-edge electric bulk fleet vehicles to transport wheat from farm fields to ADM processing locations.

### Product Types Covered:

Flour

Protein

Starch

Oil

Fiber

## Other Product Types

### Wheat Types Covered:

Hard Wheat

Soft Wheat

Durum Wheat

### Distribution Channels Covered:

Direct Sales

Retail

Online Sales

### Applications Covered:

Baked Goods

Biofuels

Biodegradable Plastics

Biofertilizers

Antioxidants

Biomaterials

Other Applications

## End Users Covered:

Food & Beverages

Animal Feed

Nutraceuticals

Cosmetics and Personal Care

Agriculture

Other End Users

## Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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