

Asia Pacific Tortilla Market Forecast to 2031 - Regional Analysis - by Source (Wheat, Corn, and Others), Product Type [Tortilla Chips/Tostada Chips (Corn Chips and Other Chips), Taco Shells, Tortilla Wraps, and Others], Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Asia Pacific tortilla market was valued at US\$ 4,172.92 million in 2023 and is expected to reach US\$ 6,207.70 million by 2031; it is estimated to register a CAGR of 5.1% from 2023 to 2031.

Strategic Initiatives by Key Market Players Boost Asia Pacific Tortilla Market

Tortilla manufacturers are taking several strategic initiatives, including new product launches, production capacity scaleup, mergers and acquisitions, and collaborations, to improve their market position and meet growing demands from customers across the globe. For instance, in January 2024, Garden Veggie Snacks, the brand of Hain Celestial, launched Flavor Burst Nacho Cheese and Zesty Ranch Flavored Tortilla Chips. These tortilla chips are certified as gluten-free and combine the flavor and goodness of vegetables such as spinach, beet, red bell pepper, carrot, and tomato. Growing health consciousness among consumers boosts the demand for such tortilla products with various health claims and influences the manufacturers for product launches with innovative flavors. Further, in March 2021, Hilo Life, a company within PepsiCo's Hive accelerator, launched an almond flour-based tortilla chip targeting keto

and carb-conscious consumers. The chips are made from defatted almond flour to provide more protein than traditional almond flour without increasing fat content.

Thus, strategic development initiatives such as product launches and expansion strategies drive the tortilla market growth.

Asia Pacific Tortilla Market Overview

Tortillas are becoming increasingly popular in Asia Pacific. The market provides a diverse options of tortilla products, encompassing traditional corn tortillas, soft and versatile wheat tortillas, and flavorful tortillas. This wide range of options aims to cater to consumers' diverse tastes and preferences. The Asia Pacific tortilla market experiences substantial growth owing to the increasing interest in Mexican cuisines and the upsurging demand for convenient, ready-to-eat food products.

The growing influence of Western culture on Asia Pacific population positively impacts the demand for tortillas in the region. As globalization continues, there is a growing exchange of culinary traditions, particularly those from North America and Europe, gaining popularity among consumers in Asia Pacific. Improved distribution channels and the increasing presence of supermarkets and hypermarkets make tortillas easily accessible to consumers across Asia Pacific. The emerging tortilla market is witnessing the introduction of tortillas by major players, driven by their increasing popularity in Asia Pacific. In June 2023, American brand Chipoy's introduced its authentic rolled tortilla chip to the Australian and New Zealand retail market, offering four flavors—original, spicy ranch, chile lemon, and fire red hot. The company claimed that the snack is made with high-quality ingredients in a unique rolled tortilla shape for added crunch.

Asia Pacific Tortilla Market Revenue and Forecast to 2031 (US\$ Million)

Asia Pacific Tortilla Market Segmentation

The Asia Pacific Tortilla Market is categorized into source, product type, category, distribution channel, and country.

Based on source, the Asia Pacific tortilla market is segmented into wheat, corn, and others. The corn segment held the largest market share in 2023.

By product type, the Asia Pacific tortilla market is segmented into tortilla chips/tostada chips taco shells, tortilla wraps, and others. The tortilla chips/tostada chips segment

held the largest market share in 2023. The tortilla chips/tostada chips segment is further sub segmented into corn chips and other chips.

Based on category, the Asia Pacific tortilla market is bifurcated into organic and conventional. The conventional segment held a larger market share in 2023.

Based on distribution channel, the Asia Pacific tortilla market is segmented into supermarkets and hypermarkets, convenience stores, online retail, others. The supermarkets and hypermarkets segment held the largest market share in 2023.

By country, the Asia Pacific tortilla market is segmented into China, Japan, India, Australia, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific tortilla market share in 2023.

GRUMA SAB de CV; PepsiCo Inc; Intersnack Group GmbH & Co KG; Aranda's Tortilla Co Inc; General Mills Inc; Greendot Health Foods Pvt. Ltd.; Joy Food Products; Habanero Foods; and The Hain Celestial Group Inc are some of the leading companies operating in the Asia Pacific tortilla market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Asia Pacific tortilla market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Asia Pacific tortilla market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Asia Pacific market trends and outlook coupled with the factors driving the Asia Pacific tortilla market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation,

pricing, and distribution.

The List of Companies - Asia Pacific Tortilla Market

GRUMA SAB de CV

PepsiCo Inc

Intersnack Group GmbH & Co KG

Aranda's Tortilla Co Inc

General Mills Inc

Greendot Health Foods Pvt. Ltd.

Joy Food Products

Habanero Foods

The Hain Celestial Group Inc

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