

Europe Tortilla Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Source (Wheat, Corn, and Others), Product Type (Tortilla Chips, Taco Shells, Tortilla Wraps, and Others), Category (Organic and Conventional), End User [Food Retail (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others) and Foodservice], and Country.

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Abstracts

The Europe tortilla market size is projected to reach US\$ 14.78 billion by 2031 from US\$ 10.70 billion in 2023. The market is expected to register a CAGR of 4.1% during 2023–2031.

Mexican gastronomy has increasingly influenced European cuisine in recent years. It has introduced a variety of flavors, spices, and dishes that were previously unknown or underrepresented in Europe, offering a new and exciting culinary experience to Europeans. Mexican cuisine is popular across various European countries such as France, Denmark, Sweden, and Italy. The rise in Mexican immigration to Europe is one factor contributing to the popularity of Mexican food in the region. Tortilla products such as nachos, burritos, tacos, and fajitas are traditionally considered Mexican food.

Tortilla manufacturers are taking several strategic initiatives such as new product launches, production capacity scaleup, mergers and acquisitions, and collaborations to improve their market position and meet growing demands from customers across Europe.

Further, fast-food chains and quick-service restaurants are expanding their presence in Europe to cater to the increasing demand of consumers. In January 2024, the Mexican restaurant group 'Tortilla' extended its partnership with SSP and announced opening four new restaurants through the franchise in 2024 at transport hubs, universities, and other locations. Like restaurant chains, retail manufacturers are also expanding their business presence across various European countries. Paulig-a parent company of Poco Loco and Santa Maria-opened a new tortilla factory in Belgium in September 2022 to meet the growing demand for Tex Mex products in Europe. Thus, strategic development initiatives such as product launches and expansion strategies further drive the tortilla market growth in Europe.

Based on source, the Europe tortilla market is segmented into wheat, corn, and others. The corn segment holds a significant market share in 2023. Yellow corn tortillas have beta-carotene, which gives them a slight edge over white. Blue corn tortillas are the healthiest choice as they are higher in protein and have less starch than white and yellow corn tortillas. Due to the crunchy texture, corn tortillas are the go-to ingredient for taquitos and tacos. Moreover, corn tortillas are traditionally used for enchiladas due to their distinct flavor.

Based on category, the market is segmented into organic and conventional. Organic segmented expected to register highest CAGR in the Europe tortilla market. Organic tortillas tend to have higher nutritional value, as organic farming methods often produce higher levels of certain nutrients. Additionally, they are more environmentally friendly because organic farming is designed to be sustainable and also have less environmental impact. Due to the superior quality, the demand for organic tortillas is increasing across Europe.

Paulig Ltd, Sinnack Snacks GmbH & Co KG, Durum Company NL BV, General Mills Inc, Mexma Food BV, Mestemacher GmbH, Signature Flatbreads Ltd, Turka Invest Sp Zoo, DF World of Spices GmbH, DOO PIP Novi Sad, GRUMA SAB de CV, Leighton Foods AS, Intersnack Group GmbH & Co KG, Dijo Baking Sp Zoo, and Roger&Roger NV are among the key players operating in the Europe tortilla market.

The overall Europe tortilla market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been

conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs; business development managers; market intelligence managers; national sales managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the Europe tortilla market.

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