

North America 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)

<https://marketpublishers.com/r/NB8E9AC7B201EN.html>

Date: April 2025

Pages: 150

Price: US\$ 3,450.00 (Single User License)

ID: NB8E9AC7B201EN

Abstracts

The North America tortilla market was valued at US\$ 20,871.21 million in 2023 and is expected to reach US\$ 27,672.59 million by 2031; it is estimated to register a CAGR of 3.6% from 2023 to 2031.

Surging Clean-Label and Organic Trend Fuel North America Tortilla Market

Consumers across the world pay attention to product labels and ingredients used in processed products such as tortillas, as they are highly concerned about their diet. Organic products are gaining significant popularity owing to their perceived health benefits. They are manufactured using ingredients harvested without genetically modified organisms (GMOs), chemical fertilizers, and pesticides, which increase their appeal among consumers, who are ready to pay higher prices. Moreover, consumers increasingly prefer products free of synthetic flavors, colors, and other food additives. Also, they focus on conscious and holistic consumption and prefer product items made with ethically sourced ingredients.

Consumers' interest in identifying the ingredients on the product packaging has

triggered their inclinations toward clean-label products. They are becoming aware of the adverse health impacts associated with consuming various artificial food ingredients, such as colorants, flavors, texturizers, and emulsifiers. An understandable and clear label with thorough ingredient information attracts consumers. Using clean-label ingredients also assists manufacturers in their marketing and branding strategies.

Thus, the rising demand for natural, organic, and clean-label products is expected to introduce new trends into the tortilla market during the forecast period.

North America Tortilla Market Overview

Tortilla is a highly versatile food item that can be used in various dishes such as fajitas, tacos, quesadillas, burritos, and wraps. It is considered a healthier option for bread due to its high starch and lower fat content, and it is typically made from corn flour and wheat flour. Health-conscious customers often prefer tortillas in their diet. Hence, a rise in health-conscious customers in North America propels the demand for tortillas.

The US has significant group of Hispanic/Latino population that are people of Latin American or Spanish origins, including Mexican, Central & South American, Dominican, Puerto Rican, Cuban, and other Indigenous groups. According to the Latino Policy & Politics Institute, in FY2021, the US Latino population reached 62.5 million, which is 19% of the US population. Tortillas are a key ingredient in Mexico's popular traditional dishes such as tacos, burritos, chilaquiles, barbacoa, and quesadillas, which drives its consumption among the Hispanic population. Thus, the rising Hispanic population influences the North American tortilla market growth.

The presence of major local tortilla producers in North America fuels the expansion of the tortilla market in the region. In March 2024, SnackCraft LLC, a subsidiary of Unismack SA, invested US\$29.9 million in a facility expansion in Kentwood, Michigan. SnackCraft expanded its manufacturing, warehousing, and distribution space by adding 186,000 square feet to its 311,000-square-foot plant. SnackCraft offers a variety of baked snacks, including crackers, tortilla chips, pellet snacks, and baked extruded snacks.

North America Tortilla Market Revenue and Forecast to 2031 (US\$ Million)

North America Tortilla Market Segmentation

The North America tortilla Market is categorized into source, product type, category,

distribution channel, and country.

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

By product type, the North America 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 North America tortilla market is bifurcated into organic and conventional. The conventional segment held a larger market share in 2023.

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

By country, the North America tortilla market is segmented into the US, Canada, and Mexico. The US dominated the North America tortilla market share in 2023.

GRUMA SAB de CV; PepsiCo Inc; La Tortilla Factory Inc; Aranda's Tortilla Co Inc; Paulig Ltd; Intersnack Group GmbH & Co KG; General Mills Inc; Conagra Brands Inc; Goya Foods Inc; Greendot Health Foods Pvt. Ltd.; Fresca Mexican Foods; Mi Rancho; Leighton Foods AS; and The Hain Celestial Group Inc are some of the leading companies operating in the North America 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 North America 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 North America 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 North America market trends and outlook coupled with the factors driving the North America 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 - North America Tortilla Market

GRUMA SAB de CV

PepsiCo Inc

La Tortilla Factory Inc

Aranda's Tortilla Co Inc

Paulig Ltd

Intersnack Group GmbH & Co KG

General Mills Inc

Conagra Brands Inc

Goya Foods Inc

Greendot Health Foods Pvt. Ltd.

Fresca Mexican Foods

Mi Rancho

Leighton Foods AS

The Hain Celestial Group Inc

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. NORTH AMERICA TORTILLA MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Materials Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 Distributors
 - 4.3.4 Distribution Channel
- 4.4 List of Tortilla and Tortilla Products Manufacturers

5. NORTH AMERICA TORTILLA MARKET – KEY MARKET DYNAMICS

5.1 Market Drivers

- 5.1.1 Rising Popularity of Mexican Cuisines
- 5.1.2 Strategic Initiatives by Key Market Players

5.2 Market Restraints

- 5.2.1 Increasing Instances of Tortilla Contamination and Product Recalls

5.3 Market Opportunities

- 5.3.1 Increasing Preference for Gluten-Free Products

5.4 Future Trends

- 5.4.1 Surging Clean-Label and Organic Trend

5.5 Impact of Drivers and Restraints:

6. TORTILLA MARKET – NORTH AMERICA MARKET ANALYSIS

6.1 North America Tortilla Market Revenue (US\$ Million), 2021–2031

6.2 North America Tortilla Market Forecast Analysis

7. NORTH AMERICA TORTILLA MARKET ANALYSIS – BY SOURCE

7.1 Wheat

7.1.1 Overview

7.1.2 Wheat: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

7.2 Corn

7.2.1 Overview

7.2.2 Corn: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

7.3 Others

7.3.1 Overview

7.3.2 Others: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

8. NORTH AMERICA TORTILLA MARKET ANALYSIS – BY PRODUCT TYPE

8.1 Tortilla Chips/Tostada Chips

8.1.1 Overview

8.1.2 Tortilla Chips/Tostada Chips: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

8.1.3 Corn Chips

8.1.3.1 Overview

8.1.3.2 Corn Chips: North America Tortilla Market – Revenue and Forecast to 2031
(US\$ Million)

8.1.4 Other Chips

8.1.4.1 Overview

8.1.4.2 Other Chips: North America Tortilla Market – Revenue and Forecast to 2031
(US\$ Million)

8.2 Taco Shells

8.2.1 Overview

8.2.2 Taco Shells: North America Tortilla Market – Revenue and Forecast to 2031
(US\$ Million)

8.3 Tortilla Wraps

8.3.1 Overview

8.3.2 Tortilla Wraps: North America Tortilla Market – Revenue and Forecast to 2031
(US\$ Million)

8.4 Others

8.4.1 Overview

8.4.2 Others: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

9. NORTH AMERICA TORTILLA MARKET ANALYSIS – BY CATEGORY

9.1 Organic

9.1.1 Overview

9.1.2 Organic: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

9.2 Conventional

9.2.1 Overview

9.2.2 Conventional: North America Tortilla Market – Revenue and Forecast to 2031
(US\$ Million)

10. NORTH AMERICA TORTILLA MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

10.1 Supermarkets and Hypermarkets

10.1.1 Overview

10.1.2 Supermarkets and Hypermarkets: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

10.2 Convenience Stores

- 10.2.1 Overview
- 10.2.2 Convenience Stores: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- 10.3 Online Retail
 - 10.3.1 Overview
 - 10.3.2 Online Retail: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- 10.4 Others
 - 10.4.1 Overview
 - 10.4.2 Others: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

11. NORTH AMERICA TORTILLA MARKET – COUNTRY ANALYSIS

- 11.1 North America
 - 11.1.1 North America: Tortilla Market – Revenue and Forecast Analysis – by Country
 - 11.1.1.1 North America: Tortilla Market – Revenue and Forecast Analysis – by Country
 - 11.1.1.2 United States: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
 - 11.1.1.2.1 United States: North America Tortilla Market Breakdown, by Source
 - 11.1.1.2.2 United States: North America Tortilla Market Breakdown, by Product Type
 - 11.1.1.2.3 United States: North America Tortilla Market Breakdown, by Category
 - 11.1.1.2.4 United States: North America Tortilla Market Breakdown, by Distribution Channel
 - 11.1.1.3 Canada: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
 - 11.1.1.3.1 Canada: North America Tortilla Market Breakdown, by Source
 - 11.1.1.3.2 Canada: North America Tortilla Market Breakdown, by Product Type
 - 11.1.1.3.3 Canada: North America Tortilla Market Breakdown, by Category
 - 11.1.1.3.4 Canada: North America Tortilla Market Breakdown, by Distribution Channel
 - 11.1.1.4 Mexico: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
 - 11.1.1.4.1 Mexico: North America Tortilla Market Breakdown, by Source
 - 11.1.1.4.2 Mexico: North America Tortilla Market Breakdown, by Product Type
 - 11.1.1.4.3 Mexico: North America Tortilla Market Breakdown, by Category
 - 11.1.1.4.4 Mexico: North America Tortilla Market Breakdown, by Distribution

Channel

12. COMPETITIVE LANDSCAPE

- 12.1 Heat Map Analysis
- 12.2 Company Positioning & Concentration

13. INDUSTRY LANDSCAPE

- 13.1 Overview
- 13.2 Merger and Acquisition
- 13.3 New Product Launch
- 13.4 Other Strategies and Developments

14. COMPANY PROFILES

- 14.1 GRUMA SAB de CV
 - 14.1.1 Key Facts
 - 14.1.2 Business Description
 - 14.1.3 Products and Services
 - 14.1.4 Financial Overview
 - 14.1.5 SWOT Analysis
 - 14.1.6 Key Developments
- 14.2 PepsiCo Inc
 - 14.2.1 Key Facts
 - 14.2.2 Business Description
 - 14.2.3 Products and Services
 - 14.2.4 Financial Overview
 - 14.2.5 SWOT Analysis
 - 14.2.6 Key Developments
- 14.3 La Tortilla Factory Inc
 - 14.3.1 Key Facts
 - 14.3.2 Business Description
 - 14.3.3 Products and Services
 - 14.3.4 Financial Overview
 - 14.3.5 SWOT Analysis
 - 14.3.6 Key Developments
- 14.4 Intersnack Group GmbH & Co KG
 - 14.4.1 Key Facts

- 14.4.2 Business Description
- 14.4.3 Products and Services
- 14.4.4 Financial Overview
- 14.4.5 SWOT Analysis
- 14.4.6 Key Developments
- 14.5 Aranda's Tortilla Co Inc
 - 14.5.1 Key Facts
 - 14.5.2 Business Description
 - 14.5.3 Products and Services
 - 14.5.4 Financial Overview
 - 14.5.5 SWOT Analysis
 - 14.5.6 Key Developments
- 14.6 Paulig Ltd
 - 14.6.1 Key Facts
 - 14.6.2 Business Description
 - 14.6.3 Products and Services
 - 14.6.4 Financial Overview
 - 14.6.5 SWOT Analysis
 - 14.6.6 Key Developments
- 14.7 General Mills Inc
 - 14.7.1 Key Facts
 - 14.7.2 Business Description
 - 14.7.3 Products and Services
 - 14.7.4 Financial Overview
 - 14.7.5 SWOT Analysis
 - 14.7.6 Key Developments
- 14.8 Conagra Brands Inc
 - 14.8.1 Key Facts
 - 14.8.2 Business Description
 - 14.8.3 Products and Services
 - 14.8.4 Financial Overview
 - 14.8.5 SWOT Analysis
 - 14.8.6 Key Developments
- 14.9 Goya Foods Inc
 - 14.9.1 Key Facts
 - 14.9.2 Business Description
 - 14.9.3 Products and Services
 - 14.9.4 Financial Overview
 - 14.9.5 SWOT Analysis

- 14.9.6 Key Developments
- 14.10 Greendot Health Foods Pvt. Ltd.
 - 14.10.1 Key Facts
 - 14.10.2 Business Description
 - 14.10.3 Products and Services
 - 14.10.4 Financial Overview
 - 14.10.5 SWOT Analysis
 - 14.10.6 Key Developments
- 14.11 Fresca Mexican Foods
 - 14.11.1 Key Facts
 - 14.11.2 Business Description
 - 14.11.3 Products and Services
 - 14.11.4 Financial Overview
 - 14.11.5 SWOT Analysis
 - 14.11.6 Key Developments
- 14.12 Mi Rancho
 - 14.12.1 Key Facts
 - 14.12.2 Business Description
 - 14.12.3 Products and Services
 - 14.12.4 Financial Overview
 - 14.12.5 SWOT Analysis
 - 14.12.6 Key Developments
- 14.13 Leighton Foods AS
 - 14.13.1 Key Facts
 - 14.13.2 Business Description
 - 14.13.3 Products and Services
 - 14.13.4 Financial Overview
 - 14.13.5 SWOT Analysis
 - 14.13.6 Key Developments
- 14.14 The Hain Celestial Group Inc
 - 14.14.1 Key Facts
 - 14.14.2 Business Description
 - 14.14.3 Products and Services
 - 14.14.4 Financial Overview
 - 14.14.5 SWOT Analysis
 - 14.14.6 Key Developments

15. APPENDIX

15.1 About The Insight Partners

List Of Tables

LIST OF TABLES

- Table 1. North America Tortilla Market Segmentation
- Table 2. List of Tortilla and Tortilla Products Manufacturers
- Table 3. North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Table 4. North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million) – by Source
- Table 5. North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million) – by Product Type
- Table 6. North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million) – by Category
- Table 7. North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million) – by Distribution Channel
- Table 8. North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Country
- Table 9. United States: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Source
- Table 10. United States: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Product Type
- Table 11. United States: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Category
- Table 12. United States: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Distribution Channel
- Table 13. Canada: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Source
- Table 14. Canada: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Product Type
- Table 15. Canada: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Category
- Table 16. Canada: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Distribution Channel
- Table 17. Mexico: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Source
- Table 18. Mexico: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million) – by Product Type
- Table 19. Mexico: North America Tortilla Market – Revenue and Forecast to

2031(US\$ Million) – by Category

Table 20. Mexico: North America Tortilla Market – Revenue and Forecast to
2031(US\$ Million) – by Distribution Channel

List Of Figures

LIST OF FIGURES

- Figure 1. North America Tortilla Market Segmentation, by Country
- Figure 2. Porter's Analysis
- Figure 3. Ecosystem: Tortilla Market
- Figure 4. North America Tortilla Market – Key Market Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. North America Tortilla Market Revenue (US\$ Million), 2021–2031
- Figure 7. North America Tortilla Market Share (%) – by Source (2023 and 2031)
- Figure 8. Wheat: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 9. Corn: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 10. Others: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 11. North America Tortilla Market Share (%) – by Product Type (2023 and 2031)
- Figure 12. Tortilla Chips/Tostada Chips: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 13. Corn Chips: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 14. Other Chips: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 15. Taco Shells: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 16. Tortilla Wraps: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 17. Others: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 18. North America Tortilla Market Share (%) – by Category (2023 and 2031)
- Figure 19. Organic: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 20. Conventional: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)
- Figure 21. North America Tortilla Market Share (%) – by Distribution Channel (2023 and 2031)
- Figure 22. Supermarkets and Hypermarkets: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 23. Convenience Stores: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 24. Online Retail: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 25. Others: North America Tortilla Market – Revenue and Forecast to 2031 (US\$ Million)

Figure 26. North America Tortilla Market Breakdown, by Key Countries – Revenue (2023) (US\$ Million)

Figure 27. North America Tortilla Market Breakdown, by Key Countries, 2023 and 2031 (%)

Figure 28. United States: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million)

Figure 29. Canada: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million)

Figure 30. Mexico: North America Tortilla Market – Revenue and Forecast to 2031(US\$ Million)

Figure 31. Heat Map Analysis

Figure 32. Company Positioning & Concentration

I would like to order

Product name: North America 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)

Product link: <https://marketpublishers.com/r/NB8E9AC7B201EN.html>

Price: US\$ 3,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NB8E9AC7B201EN.html>