

# **Organic Flour Market Size and Forecast (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Wheat Flour, Oat Flour, Corn Flour, Rice Flour, and Others), Category (Conventional and Gluten-Free), Distribution Channel (Supermarket and Hypermarket, Convenience Stores, Online Retail, and Others)**

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## **Abstracts**

The organic flour market was valued at US\$ 11.76 billion in 2023 and is expected to reach US\$ 19.59 billion by 2031; it is estimated to record a CAGR of 6.6% from 2023 to 2031.

The demand for organic flour has surged as consumers are becoming more health-conscious and seeking organic products. Organic flour is produced from grains grown without toxic pesticides, synthetic fertilizers, or genetic engineering techniques. Its demand has surged due to increasing consumer preferences for healthier, environmentally friendly, and ethically produced food products. Additionally, the rich nutritional value and potential health benefits of organic foods have contributed to the increase in demand. This surge is part of the larger trend in the organic food industry, which has seen significant growth in recent years. In addition, owing to a growing awareness of environmental sustainability, many consumers are opting for organic products to support more eco-friendly farming practices that prioritize soil health and biodiversity. Further, the desire to support local farmers and small-scale producers and offer transparency in food production contributes to the rising demand for organic flour.

Strategic initiatives such as mergers and acquisitions, partnerships, campaign launches, and product launches undertaken by various market players to strengthen their positions and capitalize on emerging opportunities are expected to contribute to the growing organic flour market size. For instance, in 2020, ADM acquired the remaining 50% stake in the UK-based organic flour milling company Gleadell Agriculture Ltd. This acquisition enabled ADM to expand its presence in the organic flour market and strengthen its supply chain capabilities. Campaign launches aimed at raising awareness and educating consumers about the benefits of organic flour also play a vital role in driving market growth. Key players often invest in marketing campaigns highlighting organic flour's nutritional advantages, environmental sustainability, and quality standards. These campaigns help create demand, shape consumer preferences, and differentiate organic flour products from conventional alternatives. These campaigns include digital advertising, social media promotions, and educational content to raise consumers' awareness about the advantages of using organic flour in their baking and cooking.

Product launches are integral for maintaining competitiveness and meeting evolving consumer preferences in the organic flour market. Key players continuously innovate and introduce new organic flour products tailored to specific dietary needs, taste preferences, and occasions. For instance, gluten-free organic flour variants cater to consumers with gluten intolerance or sensitivity, while specialty flours such as almond flour or coconut flour appeal to health-conscious consumers seeking alternative baking ingredients. For example, in 2021, Hodgson Mill introduced a new line of organic flour, including organic whole wheat flour, organic all-purpose flour, and organic pastry flour, to cater to consumers seeking organic alternatives for their baking needs and demonstrate Hodgson Mill's commitment to meeting the growing demand for organic flour options. Also, several companies are entering the organic market by launching products such as organic flour.

Hometown Food Company, Bob's Red Mill Natural Foods, Betterbody Foods C/O, FWP Matthews Ltd, Shipton Mill Ltd, W and H Marriage and Sons Limited, Gilchesters Organics, and Anita's Organic Grain & Flour Mill Ltd. are among the prominent players profiled in the organic flour market report. In addition, several other players have been studied and analyzed during the study to get a holistic view of the market and its ecosystem. The organic flour market study also includes company positioning and concentration to evaluate the performance of competitors/players operating in the market.

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The overall global organic flour market size has been derived using both 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. Participants in this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders specializing in the organic flour market.

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