

South & Central 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/SB293C9411F2EN.html>

Date: April 2025

Pages: 175

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

ID: SB293C9411F2EN

Abstracts

The South & Central America tortilla market was valued at US\$ 1,879.15 million in 2023 and is expected to reach US\$ 2,596.33 million by 2031; it is estimated to register a CAGR of 4.1% from 2023 to 2031.

Surging Clean-Label and Organic Trend Fuels South & Central 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.

South & Central America Tortilla Market Overview

Tortilla, a dietary food item, is a significant part of the culinary tradition of South & Central America. The increased disposable income is driving consumers to look for tortillas that offer high-quality and distinctive features, including organic options, whole grain varieties, and multigrain options. Economic factors also fuel the demand for convenience and ready-to-eat food products. With an increasing disposable income, consumers are willing to pay a premium amount for products that save time and offer convenience without compromising quality. Consumers in the region are highly interested in experimenting with new recipes and incorporating international flavors into their diets, driving the demand for tortillas. Several top tortilla brands and manufacturers are taking advantage of new recipes and incorporating global flavors into their offerings by providing a wide range of high-quality products. The leading retailers and food producers are broadening their product ranges and investing in marketing strategies that highlight the quality and attributes of their tortilla selections. The availability of a diverse range of tortillas in supermarkets and specialty food stores has made it more convenient for consumers to access these premium products.

South & Central America Tortilla Market Revenue and Forecast to 2031 (US\$ Million)

South & Central America Tortilla Market Segmentation

The South & Central America tortilla market is categorized into source, product type, category, distribution channel, and country.

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

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

Based on distribution channel, the South & Central 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 South & Central America tortilla market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America tortilla market share in 2023.

GRUMA SAB de CV, PepsiCo Inc, Aranda's Tortilla Co Inc, and General Mills Inc are some of the leading companies operating in the South & Central 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 South & Central 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 South & Central 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 South & Central America market trends and outlook coupled with the factors driving the South & Central 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 - South & Central America Tortilla Market

GRUMA SAB de CV

PepsiCo Inc

Aranda's Tortilla Co Inc

General Mills Inc

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