

Wheat Tortilla and Wraps Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Wheat Tortilla, Wheat Pita, Wheat Roti or Chapati, and Others), Flavor (Plain or Regular, Herb, Tomato, Peri Peri or Chili, Masala Spiced, Garlic, and Others), Category (Low-Carb and Conventional), End Use [Food Retail (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others) and Foodservice (Quick Service Restaurants, Casual Dining Restaurants, Fine Dining Restaurants, Cafes and Bars, and Others)], and Geography (North America, Europe, Asia Pacific, Middle East and Africa, and South and Central America)

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Abstracts

The wheat tortilla and wraps market size is projected to reach US\$ 22.19 billion by 2031 from US\$ 17.38 billion in 2024. The market is expected to register a CAGR of 3.6% during 2025–2031.

Wheat tortilla and wraps have gained significant attention in the global market due to rapid urbanization and increased demand for convenience and ready-to-eat products.

According to the United Nations Human Settlements Programme, urbanization is taking

place at a rapid pace, with around 57% of the population living in urban areas in 2026. This proportion is projected to increase to around 68% by 2050. Rural populations migrate to urban centers in search of better employment, education, and lifestyle opportunities, and metropolitan areas are witnessing a demographic shift toward younger, working-class consumers with fast-paced lives. This transition is driving a sharp increase in demand for convenient and time-saving food solutions. Wheat tortillas and wraps, known for their versatility, portability, and ease of preparation, perfectly align with the evolving urban lifestyles. They serve as a base for a variety of meals, ranging from quick snacks to full-course dishes, making them ideal for busy professionals, students, and small families. Moreover, the growing influence of global cuisines—particularly Mexican and Middle Eastern—is broadening consumer exposure to tortilla and wrap-based offerings.

Furthermore, the rise in dual-income households and a burgeoning middle class with higher disposable income has led to increased consumption of ready-to-eat and ready-to-cook products. Retailers and food service outlets are capitalizing on this trend by offering pre-packaged wraps and tortilla meal kits that cater to on-the-go consumption. Quick-service restaurants, convenience stores, and supermarkets across urban centers are increasingly stocking tortilla and wrap-based products to meet consumer demand. In addition, companies operating in the wheat tortilla and wraps market are experiencing a surge in demand due to the increasing preference for convenience and ready-to-eat products. The hectic lifestyle of consumers, along with the need for quick and simplified meal solutions, has led to a significant rise in tortilla and wraps consumption. Convenience-driven factors such as ease of preparation, longer shelf life, and portability make bread popular among individuals.

Thus, the increasing urbanization and growing demand for convenience and ready-to-eat products significantly contribute to the wheat tortilla and wraps market growth. As the market evolves, manufacturers are likely to innovate further to meet the changing needs and preferences of consumers.

Some of the key players operating in the wheat tortilla and wraps market include Grupo Bimbo SAB de CV, Woolworths Holdings Ltd, Goya Foods Inc, General Mills Inc, Blue Shirt Bakery, Comessa Food Services (Pty) Ltd, Azteca Mexican Products, Tortilla Dora Pty Ltd, Rotilicious, and Meze Foods. Players operating in the wheat tortilla and wraps market focus on providing innovative products at affordable prices to fulfill customer demand.

Primary and secondary sources have derived the overall wheat tortilla and wraps

market size. 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, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the wheat tortilla and wraps market.

Reason to buy

Saves and reduces time required for identifying the market growth, size, leading players, and segments in the global Wheat Tortilla and Wraps market.

Highlights key business priorities to assist companies in realigning their business strategies

Emphasizes key findings and recommendations that uncover emerging industry trends in the global Wheat Tortilla and Wraps market, enabling stakeholders across the value chain to craft effective long-term strategies

Develop/modify business expansion plans by analyzing substantial growth prospects in mature and emerging markets

Scrutinizes in-depth global Wheat Tortilla and Wraps market trends, along with factors driving the market, as well as those hindering it

Enhances the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution

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