

Chia Seeds Market: Current Analysis and Forecast (2024-2032)

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Abstracts

Chia seeds naturally grow from the *Salvia hispanica* plant in the Central and South America regions. Chia seeds are also known as superfoods because of their nutritional contents such as fiber, protein, omega-3 fatty acids, antioxidants, and essential minerals. The nutrients found in Chia seeds create several potential benefits such as improved digestion and cardiovascular wellness as well as positive assistance in weight control. The nutritional benefits of Chia seeds enable their application in various food varieties including smoothies yogurt oatmeal baked products and salads. The addition of liquid to these seeds produces a gel-like texture which enhances their wide use in puddings as well as acts as a substitute for vegan eggs. Chia seeds benefit from athletic performance because of their hydrating properties leading to increased popularity among fitness enthusiasts. The global market for superfoods and functional foods relies on chia seeds because of their user-friendly approach, age-long durability, and outstanding wellness advantages.

The Chia seeds Market is expected to grow with a significant CAGR of 8.5% during the forecast period (2024-2032). The chia seeds market is driven by increased consumer awareness regarding several health benefits of chia seeds in supporting cardiovascular health and promoting weight loss. The increasing number of people supporting vegan and vegetarian diets has led to chia seeds market expansion, as people are increasingly choosing plant-based and gluten-free diets. The widespread use of chia seeds in various industries such as functional foods, beverages, dietary supplements, and personal care products is influencing health-conscious consumers to select chia seeds-based food products in their diet. Moreover, superfoods and clean-label products drive overall market expansion because of growing consumer demand. Rapid urbanization, shifting lifestyle patterns, and increasing preference for easy-to-consume nutritious snacks drive consumption rates higher. Through e-commerce platforms,

manufacturers are extending terminal points and delivery systems that are positively promoting global market expansion.

For instance, according to Cargill's proprietary FATitudes research. The study conducted in the year 2022, stated that 72% of consumers check the ingredient lists to avoid trans fats, and a similar number (68%) aims to avoid saturated fats, suggesting that consumers are now more mindful of what they are eating. These changes within the consumer's perspective are driving the growth of healthy superfoods such as chia seeds.

Based on the origin, the conventional chia seeds segment currently dominates the market as they cost less, produce more, and exist in wide distribution circles. Mass production through conventional agriculture techniques makes these seeds reasonably accessible to food manufacturers as well as consumers. These seeds command substantial market share because they are produced in large quantities and are widely used in food and beverage sectors as well as in animal feeds. However, in the forecasted period organic chia seeds are expected to grow significantly. Health benefits awareness among people along with customer demand for clean-label organic-certified products accelerates this market trend. Organic certifications and regulations in North America and Europe along with increasing consumer interest in chemical-free non-GMO and sustainable food products drive organic farming trends. The organic chia segment will gain more market share among customers who value health and sustainability even though its prices remain higher, and its production volumes are lower than conventional chia seeds.

Based on form, the whole chia seeds segment holds the maximum market share as these are easily available, require less handling and customers buy them regularly for the application in food and beverages. People include whole chia seeds in their salads and baked items because they are full of fiber, omega-3, and protein. Their capacity to absorb water and develop gel consistency supports plant-based and gluten-free food consumption, leading to their huge demand in the chia seeds market. However, chia oil will experience the fastest market expansion due to its large application in health supplements and within the cosmetic and personal care industry. Chia seed oil attracts many beauty and wellness companies as it contains antioxidants and omega-3 fatty acids that are beneficial for the skin. Consumers nowadays use more cold-pressed organic oils in supplements and functional foods which supports strong market expansion in the future.

The food and beverages sector dominates the chia seeds market because nowadays, consumers want natural food products functionally and nutritionally. The food sector uses chia seeds regularly in baked goods, cereals, energy bars, smoothies, and dairy alternative products. The high nutritional value of chia seeds such as omega-3 fatty acids and protein make chia seeds a popular choice among consumers. However, the nutritional and dietary supplements segment is expected to experience the highest growth because consumers nowadays seek health solutions and proactive wellness choices. The changing diet preferences toward vegan products with clean labels and plant-based proteins create a strong demand for chia seed-based supplements. The growing nutritional and dietary supplements segment will generate huge growth as consumers become more aware of the advantages of chia seeds in providing weight management and improved digestive and heart health.

For a better understanding of the market growth of chia seeds are analyzed based on its worldwide application in regions such as North America (U.S., Canada, and the Rest of North America), Europe (Germany, France, U.K., Spain, Italy, Rest of Europe), Asia-Pacific (China, Japan, India, Rest of Asia-Pacific), Rest of World. The Asia-Pacific region will have the highest future growth as consumers become healthier and wealthier and are changing their eating patterns. Countries like China, India, and Japan are gradually experiencing a growth in demand for plant-based proteins, organic food products, and functional ingredients such as chia seeds. Due to this, the Asia-Pacific chia seeds market is expected to experience rapid growth. Additionally, rising consumer health awareness along with the growing e-commerce sector and increasing support from both vegan consumers and the government to indulge in healthy and nutritional diets are further propelling the growth of the chia seeds market in the Asia-Pacific region.

Some of the major players operating in the market include Glanbia Plc., Mamma Chia, BENEXIA, Salba Smart Natural Products, Nutiva Inc., K V Agro Products, The Chia Co., Healthworks, Viva Naturals Inc., Bata Food companies.

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