

Pea Flakes Market: Current Analysis and Forecast (2024-2032)

<https://marketpublishers.com/r/P9FE48FFB538EN.html>

Date: March 2025

Pages: 137

Price: US\$ 3,999.00 (Single User License)

ID: P9FE48FFB538EN

Abstracts

Pea Flakes are natural snacks for small animals, rodents, rabbits, and birds. Due to expansion in the demand for plant-based protein sources and health-conscious food products, the pea flakes market is booming. Green and yellow peas are rich in nutrition and have high protein content. They are enriched with special vitamins, fibers, carbohydrates, minerals, and special amino acids. They enhance the meal and can be considered wholesome food without adding any salt to it. These are completely natural and chemical-free, which can be a crispy and light snack for hamsters and small animals.

The Pea Flakes Market is expected to grow with a significant CAGR of 7.6% during the forecast period (2024-2032). The surge in the number of pet owners has proliferated the growth of the pea flakes market. The shift towards pet food and wellness has drastically increased the expenditures on pets and related foods, and services. Increasing health consciousness among individuals, rising awareness about the nutritional content of food, shift towards vegetarian food, and expansion in the food processing industry also boost this market. Also, increasing R&D, investment, product advancements, and collaborations in this industry drive the Pea Flakes market. According to the American Feed Industry Association (AFIA) 2020 report, approximately 284 million tons of animal food were consumed by domestic livestock and pets. For instance, in June 2024 Lovingly Made Flour Mills, TMRW Foods, and Dutton Farms announced a plan to combine their expertise to add value to Canadian pea and fava crops.

Based on type, the market is segmented into green pea and yellow pea. The yellow pea segment dominated the global market in 2023. This is mainly due to their higher nutritional value and versatility. They are nutrient-abundant, such as fiber, protein, and other essential vitamins. They have several applications as

well, such as in food processing, snacks, and animal feed. They have high roughage making them easily digestible and appetizing to athletes and fitness enthusiasts. They also contain amino acids such as lysine, which is an essential ingredient needed for the body.

Based on application, the market is segmented into animal feed, food processing, and other applications. Food processing held a prominent market share in 2023. Delicious soups, snacks, baked foods, ready-to-eat food, etc. incorporate the nutritious content that propels the pea flakes market. Moreover, the increased focus on sustainability and nutrition-embedded foods has flanged the growth of the pea flakes market. These processed foods have been successful in grabbing the attention of customers of every age group and of all categories, hence stipulating the growth of the pea-flakes market.

Based on by distribution channel, the market has been divided into supermarkets, online Stores, and other Channels. Supermarkets are expected to grow with a significant CAGR in the forecast period (2024-2032). The major share of the Pea Flakes market comes from the supermarket sector, as it offers a comprehensive and reachable platform to its customers. It has a wide range of varieties, such as organic, flavored, instant, ready-to-eat snacks, etc. catering to its customers. These superstores with extensive reach and convenience lure buyers to sell plant-based sources and gluten-free alternatives. The increase in demand for organic Pea Flakes continues to fuel the market since companies are manufacturing Pea Flakes with a plethora of options.

For a better understanding of the market adoption of Pea Flakes the market is analyzed based on its worldwide presence in countries 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. Asia-Pacific is expected to grow with a significant CAGR in the forecast period (2024-2032). The increasing inclination towards plant-based protein sources and increasing health consciousness fuel the pea flakes market in the Asia-Pacific region. For instance, on May 14, 2024, Roquette, a global leader in plant-based ingredients and a leading provider of pharmaceutical and nutraceutical excipients, announced the launch of its new LYCAGEL® Flex hydroxypropyl pea starch premix for nutraceutical and pharmaceutical soft gel capsules. Built on Roquette's market-first LYCAGEL pea starch technology, the new plasticizer-free excipient gave manufacturers freedom to select the optimal plasticizer combination and customize

formulations for a range of production and end-user needs, while setting new standards in quality, stability, and performance for plant-based softgels. Asia-Pacific region has moved from traditional snacks to organic and more nutritious snacks. Also, after COVID-19, consumers have started paying attention more to their health and immunity. The continuing research & development in the agro-based food processing industries also contribute to the growth of the Pea Flakes market.

Some of the major players operating in the market include Garden Valley Foods, Sotexpro (Gemef Industries), Kessler Zoologiegroßhandel GmbH & Co. KG, Exotic Nutrition Pet Supply, Inland Empire Foods Inc., Wheeeky Pets, Mealberry, Novofarina, OM Foods Inc.

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTION

- 2.1. Research Process of the Pea Flakes Market
- 2.2. Research Methodology of the Pea Flakes Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. Pestel Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Merger & Acquisition
 - 4.7.2. Investment Scenario
 - 4.7.3. Industry Insights: Leading Start-ups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Regional Pricing Analysis
- 5.2. Price Influencing Factors

6 GLOBAL PEA FLAKES MARKET REVENUE (USD BN), 2022-2032F

7 MARKET INSIGHTS BY TYPE

7.1. Green Pea

7.2. Yellow Pea

8 MARKET INSIGHTS BY APPLICATION

8.1. Animal Feed

8.2. Food Processing

8.3. Other Application

9 MARKET INSIGHTS BY DISTRIBUTION CHANNEL

9.1. Supermarkets

9.2. Online Stores

9.3. Other Channels

10 MARKET INSIGHTS BY REGION

10.1. North America

10.1.1. U.S.

10.1.2. Canada

10.1.3. Rest of North America

10.2. Europe

10.2.1. Germany

10.2.2. France

10.2.3. UK

10.2.4. Spain

10.2.5. Italy

10.2.6. Rest of Europe

10.3. Asia-Pacific

10.3.1. China

10.3.2. Japan

10.3.3. India

10.3.4. Rest of APAC

10.4. Rest of The World

11 VALUE CHAIN ANALYSIS

11.1. Marginal Analysis

11.2. List of Market Participants

12 COMPETITIVE LANDSCAPE

12.1. Competition Dashboard

12.2. Competitor Market Positioning Analysis

12.3. Porter Five Forces Analysis

13 COMPANY PROFILES

13.1. Garden Valley Foods

13.1.1. Company Overview

13.1.2. Key Financials

13.1.3. Swot Analysis

13.1.4. Product Portfolio

13.1.5. Recent Developments

13.2. Sotexpro (Gemef Industries)

13.3. Kessler Zoologiegroßhandel GmbH & Co. KG

13.4. Exotic Nutrition Pet Supply

13.5. Inland Empire Foods Inc.

13.6. Wheeeky Pets

13.7. Mealberry

13.8. Novofarina

13.9. Om Foods Inc.

13.10. Small Pet Select U.S.

14 ACRONYMS & ASSUMPTION

15 ANNEXURE

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