

# **Functional Flour Market (By Raw Material:Maize, Wheat, Rice and Others; By Type: Pre-Cooked Flours, Fortified Flours and Specialty Flours; By Product Type: Conventional Flours and Addictive Based Flours; By Application: Noodles & Pasta, Bakery Products, Non-Food Applications and Others; By Geography) Global Scenario, Market Size, Outlook, Trend and Forecast, 2015-2024**

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## **Abstracts**

Global Functional Flour Market is estimated to reach \$120 billion by 2024; growing at a CAGR of 6.6% from 2016 to 2024. Flour is a finely ground powder, made from a variety of raw grains such as rice, oats, barley, corns, rye and peanuts and others. They are used for making food products and baked products. Wheat is the most commonly used among all the flours and is widely used in baking. It also contains additives in very small quantities. For instance, oxidizing agents such as potassium bromate, azodicarbonamide and chlorine dioxide are added to the flour to enrich the flour's baking quality. Pure wheat barn flour is the key source of minerals, dietary fiber, vitamin B6 and niacin, among all the other flour. Gluten-free flour which includes brown rice flour, coconut flour, almond flour and others are suitable for people who have gluten related disorders.

Growing export opportunities and high demand for gluten-free flour are fueling the growth of the functional flour market. Expansion of restaurants and cafes, and changing lifestyle are also boosting the growth of the market. Though, high use of addictive and unfavorable conditions at warehouses may restrain the growth of the market. Nevertheless, expanding aquatic feed industry and availability of gluten-free alternatives

may provide growth opportunities in coming years.

The global functional flour market has been segmented based on the raw material, type, product type, application and geography. By raw material, it is segmented into wheat, rice, maize, and others. By type, the market is segmented into fortified flours, pre-cooked flours and specialty flours. Product type can be segmented into conventional flours and additive based flours. Furthermore, application is segmented into bakery products, non-food applications, noodles & pasta and others.

By geography the market has been bifurcated into North America, Europe, Asia-Pacific and Rest of the World (RoW). The U.S., Canada and Mexico are covered under North America wherein Europe covers U.K., Germany, Italy, France, Spain and others. Asia-Pacific covers China, India, Japan, and others. Rest of the World (RoW) covers South America, Middle East and Africa.

The key market players of the market are Wilmar International Limited, General Mills Inc., ITC Limited, Hindustan Unilever Limited, Archer Daniels Midland Company, King Arthur Flour Company, Inc., Heartland Mills, Inc., Hodgson Mill, Associated British Foods plc, and ConAgra Foods, Inc. among others.

The key takeaways from the report

The report will provide detailed analysis of Functional Flour Market with respect to major segments such as raw material, type, product type and application

The report will include the qualitative and quantitative analysis with market estimation over 2015-2024 and compound annual growth rate (CAGR) between 2016 and 2024

Comprehensive analysis of market dynamics including factors and opportunities will be included in the report

An exhaustive regional analysis of Functional Flour Market has been provided in the report

Profile of the key players in the Functional Flour Market will be provided, which include key financials, product & services, new developments and business strategies

## Scope of Functional Flour Market

### Raw Material Segments

Wheat

Rice

Maize

Others

### Type Segments

Fortified Flours

Pre-Cooked Flours

Specialty Flours

### Product Type Segments

conventional flours

addictive based flours

### Application Segments

bakery products

non-food applications

noodles & pasta

others

## Geography Segments

### North America

US

Canada

Mexico

### Europe

U.K.

Germany

Italy

France

Spain

Others

### Asia-Pacific

China

India

Japan

Others

### RoW

South America

Middle East

Africa

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