Global Tortilla Market Information: Product Type (Tortilla Mix, Pre-Cooked Tortilla, Frozen Tortilla and Tortilla Chips) Source (Corn, Wheat) Claim (Gluten-Free, Low-Carb) Distribution Channel (Store Based and Non-Store Based) Region - Forecast till 2023

Report Description:

The global tortilla market has been witnessing a constant demand from the last few years and is projected to reach USD 48.51 billion at a CAGR of 5.10% by 2023. Tortilla is a form of baked bread, which is mainly prepared from corn and wheat. It is majorly consumed in Mexico and Spain. The source used for the preparation of tortilla enhances its nutritional value for corn is considered to be a rich source of proteins, vitamins, and minerals. There are different types of tortilla made available to the consumers such as tortilla mix, pre-cooked tortilla, frozen tortilla, and tortilla chips. The wide variety of tortilla is a positive factor influencing the growth of the market. The nutritious value of tortilla makes it a potential replacer for bread. Moreover, the technological advancement is playing a vital role in the growth of tortilla market with enormous growth in production and innovations with the product.

North America is likely to dominate the market and is estimated to reach USD 22.45 billion by the end of year 2017 based on continuous growth of Hispanic population in the U.S. Moreover, tortilla is gaining popularity even in non-Hispanic population in North America. Consumption of tortilla in Europe is projected to grow rapidly at a CAGR of 5.07% during the given period owing to increasing health conscious population and rising inclination towards healthy replacer of bread.

Based on the product type, pre-cooked tortilla market is projected to dominate the market and is projected to hold a major share of 40.24% in the global market. Tortilla mix is witnessed to be the fastest growing product type at a CAGR of 5.65% over the forecast period. Moreover, North America is dominating the pre-cooked tortilla market in which the U.S. is the major contributor to this market.

Based on the source, corn is expected to dominate the market by holding 60.38% share based on the nutritional value of corn, which is driving the demand for corn-based tortilla market. However, it is witnessed that the wheat source is the fastest growing segment at a CAGR of 5.71% over the forecast period. Wheat is rich in catalytic elements, mineral salts, calcium, magnesium, and many more for which tortilla manufacturers are extensively using wheat as a raw material to produce tortilla.

Based on the claim, it is anticipated that the gluten-free tortilla is estimated to be the fastest growing segment at a CAGR of 6.20% over the review period. Furthermore, growing population suffering from lactose intolerance is the major factor driving the growth of this segment.

On the basis of the distribution channel, store based distribution channel dominates the market in which convenience store is holding a leading share of 30% based on one stop shopping experience. However, non-store based distribution channel are projected to grow at the highest CAGR of 6.89% over the estimated period.

Key Players:

Some of the leading players in the global tortilla market are: Tyson Foods, Inc. (U.S.), Gruma SAB de CV (Mexico), Grupo Bimbo SAB de CV (Mexico), General Mills, Inc. (U.S.), Azteca Foods Inc. (U.S.), Ole Mexican Foods Inc. (U.S.), and Grupo Liven, S.A. (Spain)
Target Audience:
- Tortilla manufacturers
- Food industry
- Retailers, wholesalers and distributors
- Traders, importers and exporters

Key Findings:
- Global tortilla market is projected to reach USD 48.51 billion by 2023 at a growth rate of 5.10%
- Tortilla mix is witnessed to have a highest growth at a CAGR of 5.65% over the forecast period 2017-2023
- Gluten-free claim is expected to grow at a CAGR of 6.20% followed by low-carb claim over the forecast period
- Latin America is the second largest region in the global tortilla market, which is likely to grow at a CAGR of 5.07% over the estimated period

Regional and Country Analysis of Tortilla market Development and the Demand Forecast till 2022 Market

As per the MRFR analysis, the global market for tortilla has been witnessing continuous growth during the forecast period as a savory snack. Tortilla is has gained popularity in potential application as bread replacer in the food industry. It has gained application in wide range of food dishes in different regions. In terms of value and volume, North America is estimated to dominate the tortilla market by holding the major share of 59.24%. Also, Latin America is projected to grow at a rate of 5.07% during the forecast period.

The reports also cover country level analysis:

North America
- U.S.
- Canada
- Mexico

Europe
- The Netherlands
- Germany
- Poland
- U.K.
- France
- Italy
- Spain
- Rest of Europe

Asia Pacific
- Australia
- China, mainland
- India
- Indonesia
- Japan
- Republic of Korea
- Viet Nam
- Rest of APAC

RoW
- Middle East
- Africa
- Other Countries
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  - 2.2.1 Research Objectives
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