Cassava Market Global Research Report Information by Category (Organic and Conventional), Form (Solid and Liquid), Application (Food & Beverages [Bakery and Confectionary, Beverages, Dairy and Frozen Dessert, Sweet and Savory Snacks, and Others], Animal Feed, and Others), and Region (North America, Europe, Asia-Pacific, and the Rest of the World) - Forecast till 2024

Market Scenario

The global Cassava Market is projected to register a growth rate of 3.2% from 2019 to 2024 to reach a market value of USD 4.5 billion by the end of 2024. Growing demand for cassava flour in the food and feed industry is fuelling the growth of the global cassava market. In the global flour market, the need for cassava flour is increasing due to its higher use in the household as well as in industrial purposes, owing to its higher nutritional content. High demand for bakery, confectionery, and snacks items among consumers is boosting the sale of cassava products, influencing the growth of cassava industry globally. Also, cassava flour has a wide range of uses including in biofuel, laundry industry, and in animal feed, which is further propelling the cassava industry growth.

Cassava is extensively cultivated as an annual crop in tropical and subtropical regions for its edible starchy tuberous root. Cassava is the third-largest source of food carbohydrates in the tropical region after rice and maize, and it is a primary staple food. Nigeria is the world's largest producer of cassava; however, Thailand is the largest exporter of cassava starch. Cassava plays a particularly important role in agriculture in developing countries, especially in sub-Saharan Africa. Cassava root is consumed in boiled form, but substantial quantities are used to extract cassava starch, called tapioca, which is used for food, animal feed, and industrial purposes. In food industries, it is used in bakery and confectionary, beverages, dairy and frozen dessert, and sweet and savory snacks. It also used in the fermentation of ethyl alcohol, as adhesive, as laundry starch, and many more. The use of cassava possesses several health benefits since it is a good source of vitamin C, thiamine, manganese, folate, riboflavin, and niacin.

Segmentation

The global cassava market has been segmented based category, form, application, and region.

The global market has been bifurcated, based on category, into organic and conventional.
The global market has been segmented, based on form, into dry and liquid.
The application segment of the global market has been divided into food & beverages, animal feed, and others. The food & beverages segment is further classified as bakery and confectionary, beverages, dairy and frozen dessert, and sweet and savory snacks.
The global market has been analyzed for four key regions—North America, Europe, Asia-Pacific, and the rest of the world.
The North American cassava market has further been segmented into the US, Canada, and Mexico.
The European cassava market has been classified as the UK, Germany, France, Italy, Spain, and the rest of Europe.
The cassava market in Asia-Pacific has been divided into China, India, Japan, Australia and New Zealand, and the rest of Asia-Pacific.
The cassava industry in the rest of the world has been segmented into South America, the Middle...
Key Players

American Key Food Products Inc. (US), Cargill Incorporated (US), Ingredion Inc. (US), Tate & Lyle Plc (UK), Venus Starch Suppliers (India), Grain Millers, Inc. (US), Parchem fine & specialty chemicals (US), Archer Daniels Midland Company (US), Psaltry International Limited (Nigeria), Agrideco Vietnam Co., Ltd. (Vietnam), Dadtco Philafrica B.V. (Netherlands), Roquette Frères (France), Woodland Foods (US), Mhogo Foods Ltd. (Kenya), and Otto’s Naturals (New Jersey) are some of the key players in the global cassava market.

Regional Market Summary

Global Cassava Market Share (%), by Region, 2018

Source: Secondary Sources and MRFR Analysis

The market in Asia-Pacific is expected to dominate the cassava market during the forecast period. Increasing demand for cassava flour and other byproducts made from cassava is boosting the growth of cassava market in the region. The cassava is used widely by food industries and in the household as well. The production of cassava is quite high in Asia-Pacific, including countries such as Indonesia, Thailand, India, China, Philippines, and Vietnam. Growing cassava cultivation in the region is propelling the market growth in Asia-Pacific.

The Europe cassava market is expected to register the highest CAGR during the forecast period due to high consumption of snacks and baked products as convenience food. The varieties of cassava byproducts provided by market players are further boosting the regional market growth. There is a noticeable export of cassava products such as cassava chips, cassava starch, tapioca, fresh cassava, cassava meal from Nigeria to Europe.

Global Market, by Category

- Organic
- Conventional

Global Market, by Form

- Dry
- Liquid

Global Market, by Application

- Food & Beverages
  - Bakery and Confectionary
  - Beverages
  - Dairy and Frozen Dessert
  - Sweet and Savory Snacks
  - Others
- Animal Feed
- Others

Global Market, by Region
Intended Audience
- Cassava processors
- Commercial research and development institutions
- Raw material suppliers and distributors
- Agricultural associations and farmers
- Traders, exporters, and importers

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