

Global Quinoa Flour Market 2026

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2025)	USD 370 m
Forecast (2031)	USD 610.8 m
CAGR (2021-2031)	8.7%
Study period	2021-2031
Largest region	North America · 34.2%
Fastest-growing region	Asia-Pacific · 10.4%
Market concentration	Low
Licence	Individual / Company

The global quinoa flour market reached USD XXX million in 2025 and will expand to USD XXX million by 2031, advancing at an XX% CAGR. Demand is moving beyond specialist gluten-free retail into industrial bakery, snacks, pasta, infant nutrition and plant-based formulations. North America held XX% of 2025 revenue, while Asia-Pacific will record the fastest regional growth at XX% annually. Supply-chain integration, certified allergen controls and flour functionality are becoming decisive competitive advantages as food manufacturers scale quinoa-based products.

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Executive summary

The global quinoa flour market reached USD XXX million in 2025 and will expand to USD XXX million by 2031, advancing at an XX% CAGR. Demand is moving beyond specialist gluten-free retail into industrial bakery, snacks, pasta, infant nutrition and plant-based formulations. North America held XX% of 2025 revenue, while Asia-Pacific will record the fastest regional growth at XX% annually. Supply-chain integration, certified allergen controls and flour functionality are becoming decisive competitive advantages as food manufacturers scale quinoa-based products.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- Global quinoa flour revenue reached USD XXX million in 2025 and will rise to USD XXX million by 2031.
- The market will expand at an XX% CAGR from 2025 through 2031, adding USD XXX million in annual revenue.
- North America generated XX% of global revenue in 2025, supported by established gluten-free retail and industrial bakery demand.
- Asia-Pacific will grow at XX% annually through 2031 as premium bakery, infant nutrition and health-food channels deepen in China, India, Japan and South Korea.
- White quinoa flour accounted for XX% of 2025 value because its mild flavor, light color and broad formulation compatibility support mainstream food applications.
- Bakery and confectionery represented XX% of demand, while pasta and noodles will post the fastest application CAGR at XX%.
- Peru produced approximately XXX tonnes of quinoa in 2023, according to Peru's Ministry of Agricultural Development and Irrigation.
- Peru exported approximately XXX tonnes of quinoa worth USD XXX million in 2023, with organic grain representing XX% of export volume.

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Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

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Global Quinoa Flour Market Trends and Growth Drivers

Quinoa flour sits at the intersection of three durable food trends: regulated gluten-free manufacturing, recognizable plant-based nutrition and premium ancient-grain positioning. The category is shifting from a retail baking specialty toward a functional industrial ingredient, increasing the importance of repeatable particle size, hydration, flavor and microbiological performance.

Raw-material economics remain closely linked to Peru and Bolivia, where weather, regional yields and export availability influence global prices. North American and European cultivation provides diversification, but Andean origins retain advantages in agronomic knowledge, varietal diversity, organic supply and established export infrastructure.

The central commercial challenge is converting consumer recognition into economically viable inclusion rates. Suppliers that reduce bitterness, manage cross-contact and provide application-specific technical support can defend a substantial premium over commodity gluten-free flours.

Growth drivers

Certified gluten-free manufacturing scales

Quinoa's naturally gluten-free composition gives formulators a nutritionally differentiated alternative to rice and maize flour. Growth is strongest where dedicated production, validated testing and traceable handling allow manufacturers to support regulated gluten-free claims across bakery, pasta and snacks.

Ancient-grain bakery premiumization

Commercial bakers are using quinoa flour to elevate nutrition panels, ingredient narratives and price points in bread, crackers, cookies and mixes. Partial inclusion rates broaden addressable demand because manufacturers can gain a quinoa claim while retaining familiar dough handling and consumer texture.

Plant-based nutrition broadens applications

Quinoa flour contributes protein, fiber and whole-food positioning to plant-based meals, bars and prepared foods. Its amino-acid profile and recognizable ingredient name support formulations aimed at consumers seeking less processed sources of nutrition.

Pasta and noodle reformulation accelerates

Gluten-free pasta producers are combining quinoa flour with rice, maize and pulse ingredients to improve nutritional differentiation and deliver a firmer premium proposition. Asian noodle innovation and children's nutrition products will make this the fastest-growing major application through 2031.

Mainstream retail access improves

Quinoa flour has moved from specialist health stores into major supermarkets, online marketplaces and direct-to-consumer baking channels. Greater pack-size variety and private-label participation improve household trial while giving small food businesses easier access to the ingredient.

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Processing technology improves functionality

Better cleaning, dry saponin removal, micronization and pre-gelatinization are reducing bitterness and improving hydration consistency. These advances increase acceptable inclusion rates and open instant beverages, nutrition mixes and technically demanding industrial applications.

Restraints

Andean crop volatility raises costs

Peru's sharp 2023 production contraction demonstrated the exposure of global ingredient supply to drought and regional yield disruption. Flour manufacturers must carry more inventory, diversify origins or accept rapid changes in grain replacement costs.

Flavor and saponin control constrain inclusion

Residual saponins and quinoa's distinctive earthy notes can limit flour inclusion in delicately flavored bakery and nutrition products. Suppliers that cannot maintain consistent washing, abrasion and sensory specifications face longer customer qualification cycles and narrower applications.

Price gap versus staple gluten-free flours

Quinoa flour remains substantially more expensive than rice, maize and cassava flour, restricting its use in economy products. Inflation-sensitive manufacturers respond by lowering inclusion rates or using quinoa chiefly as a front-of-pack differentiator.

Cross-contact controls increase conversion cost

A naturally gluten-free grain does not automatically create a compliant finished ingredient when facilities also process wheat, barley or rye. Dedicated lines, validated sanitation, testing and certification add operating cost and exclude mills unable to document control below market-specific thresholds.

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Quinoa Flour Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Certified gluten-free manufacturing scales	XXX	XXX	XXX
Ancient-grain bakery premiumization	XXX	XXX	XXX
Plant-based nutrition broadens applications	XXX	XXX	XXX
Pasta and noodle reformulation accelerates	XXX	XXX	XXX
Mainstream retail access improves	XXX	XXX	XXX
Processing technology improves functionality	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Andean crop volatility raises costs	XXX	XXX	XXX
Flavor and saponin control constrain inclusion	XXX	XXX	XXX
Price gap versus staple gluten-free flours	XXX	XXX	XXX
Cross-contact controls increase conversion cost	XXX	XXX	XXX

Source: XXX

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Quinoa Flour Market Segmentation Analysis by Type, Nature and Application

By Product Type

White quinoa flour dominates because its pale appearance and comparatively mild flavor allow higher inclusion in bread, cakes, pasta and nutrition mixes. Red and black grades retain premium niches where color, whole-grain identity and antioxidant positioning justify higher prices. Blended and multicolor products will grow fastest as brands seek visually distinctive, premium ancient-grain propositions.

Value by product Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
White quinoa flour	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Red quinoa flour	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Black quinoa flour	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Blended and multicolor quinoa flour	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

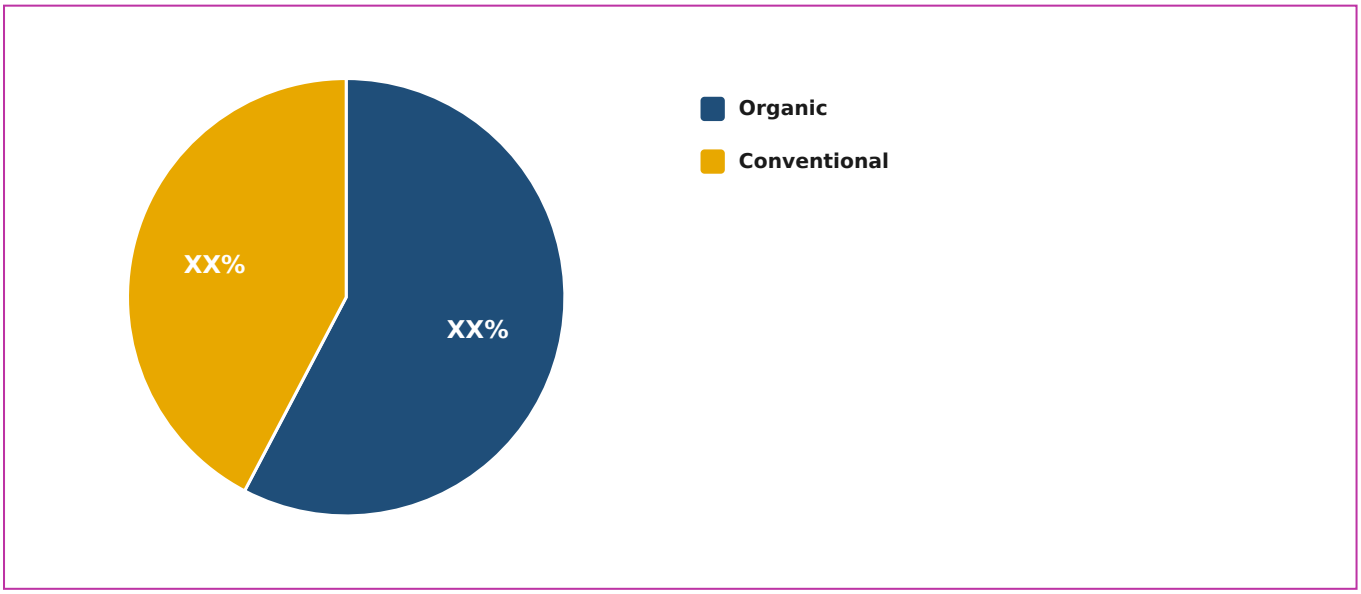
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By Nature

Organic flour leads in value because core quinoa buyers disproportionately favor certified natural products and traceable Andean sourcing. Conventional flour remains important for industrial users that prioritize price, supply consistency and high-volume inclusion. Its absolute revenue will grow steadily as quinoa enters more mainstream bakery and snack formulations.

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Value share by nature, 2025



Source: XXX

Value by nature, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Organic	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Conventional	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

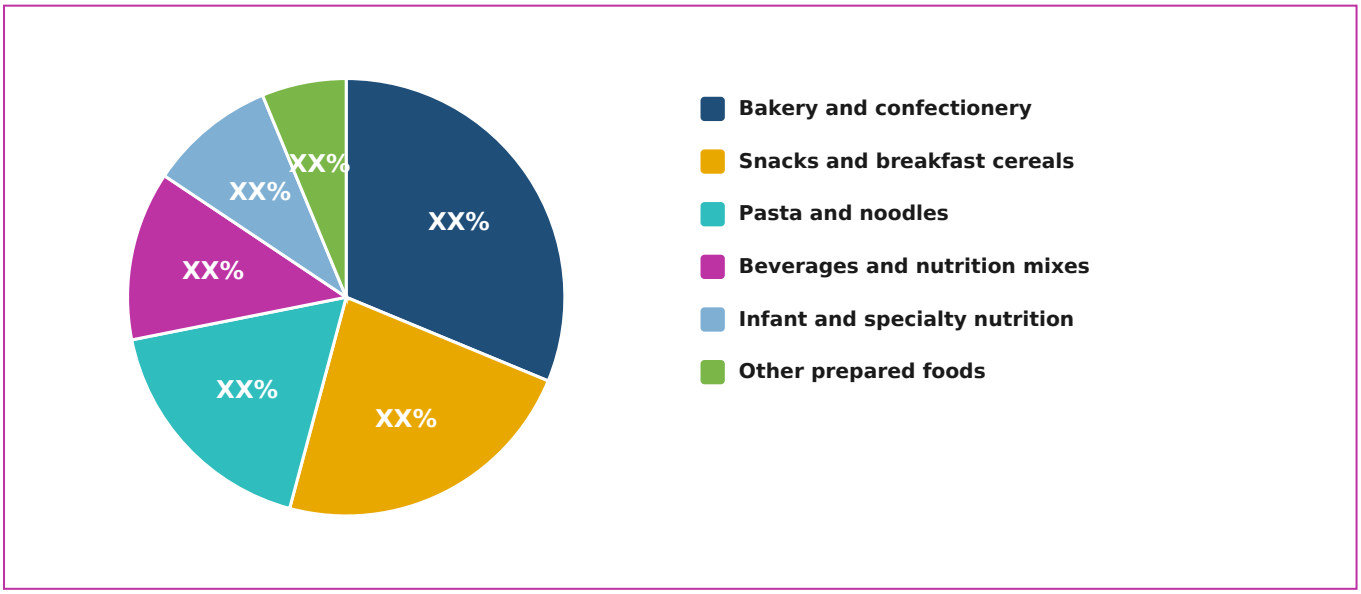
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By Application

Bakery and confectionery remain the principal application because quinoa flour integrates readily into bread, cookies, cakes, crackers and mixes at partial inclusion rates. Snacks and cereals benefit from clean-label and ancient-grain positioning. Pasta and noodles will grow fastest as manufacturers pursue gluten-free texture improvement and nutrition-led differentiation across Western and Asian formats.

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Value share by application, 2025



Source: XXX

Value by application, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Bakery and confectionery	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Snacks and breakfast cereals	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Pasta and noodles	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Beverages and nutrition mixes	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Infant and specialty nutrition	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Other prepared foods	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By End User

Industrial manufacturers purchase specification-controlled flour in bulk and anchor demand across bakery, pasta, snacks and nutrition products. Retail consumers form the second-largest group through home baking and specialty diets, but purchases are more price-sensitive. Foodservice demand is broadening through gluten-free bakery, café and institutional menu programs.

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Value by end User, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Industrial food manufacturers	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Retail consumers	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice and artisanal processors	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

B2B channels dominate because industrial buyers require technical specifications, audits, samples and contracted volumes. Supermarkets and natural-food stores remain central to consumer discovery and repeat purchasing. E-commerce is the fastest-growing route as specialist brands use direct sales and marketplaces to offer broader pack sizes, organic variants and subscription purchasing.

Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
B2B direct and ingredient distributors	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Supermarkets and specialty retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
E-commerce	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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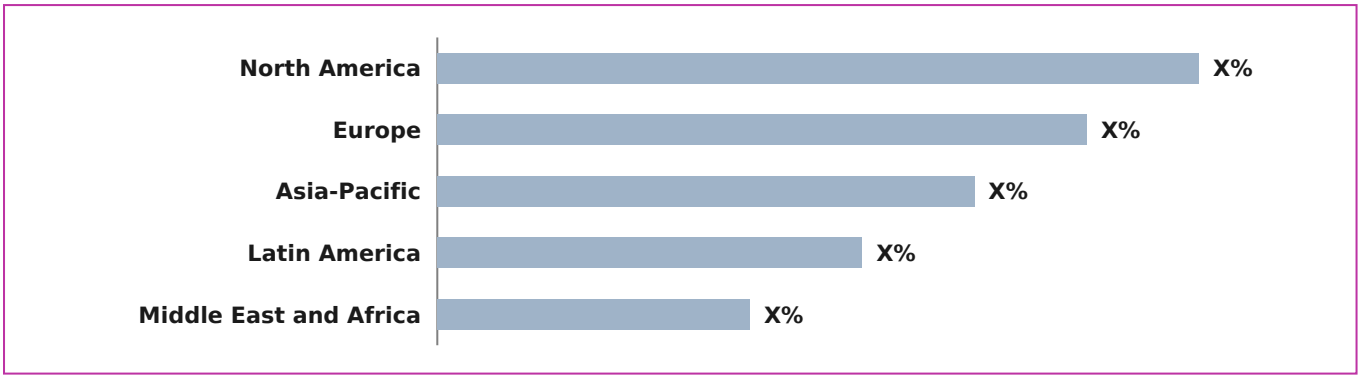
Quinoa Flour Market Regional Analysis and Country Outlook

North America led the market with USD XXX million in 2025 revenue, equal to XX% of the global total. The United States anchors demand through certified gluten-free bakery, premium baking mixes, natural retail and a deep base of emerging-brand manufacturers, while Canada's vertically integrated quinoa industry supports traceable domestic supply and specialized ingredient development.

Europe represented XX% of 2025 value, with Germany, the United Kingdom and France forming the principal demand centers. EU gluten-free labeling rules, established organic retail and strong interest in ancient grains sustain premium positioning, although buyers remain highly attentive to organic documentation, pesticide residues, origin and cross-contact controls.

Asia-Pacific will record the fastest CAGR at XX% through 2031. China and India provide the largest incremental opportunity through modern health-food retail and domestic flour processing, while Japan and South Korea support higher-value applications in bakery, noodles and nutrition products; Peru and Bolivia remain strategically important upstream markets even as Canada, the United States, Europe and India expand local cultivation.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

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Quinoa Flour Market Competitive Landscape and Company Share

The global quinoa flour market is fragmented, with the five largest suppliers accounting for XX% of 2025 revenue. Competition spans diversified millers, vertically integrated quinoa specialists, Andean exporters, natural-food brands and regional organic processors; scale is meaningful, but origin access, certifications and application support prevent the market from consolidating around a small set of multinational suppliers.

Ardent Mills, NorQuin and established Andean processors compete most directly for industrial accounts through grain sourcing, processing control and technical service. Retail-facing companies such as Bob's Red Mill, Saco Foods' Ancient Harvest and Pamela's businesses, Nature's Earthly Choice and Anthony's Goods extend category visibility through packaged flour, baking mixes and adjacent quinoa products.

Strategic activity is concentrating on specialty-grain capacity, gluten-free handling and portfolio consolidation. Saco Foods' 2024 acquisition of Quinoa Corporation brought Ancient Harvest and Pamela's into a broader specialty-food platform, while Ardent Mills' 2025 agreement to acquire Stone Mill targeted certified gluten-free and identity-preserved grain capabilities.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Ardent Mills	XXX	XXX	XXX	XXX
Northern Quinoa Production Corporation	XXX	XXX	XXX	XXX
Saco Foods	XXX	XXX	XXX	XXX
Bob's Red Mill Natural Foods	XXX	XXX	XXX	XXX
Nature's Earthly Choice	XXX	XXX	XXX	XXX
Anthony's Goods	XXX	XXX	XXX	XXX
The British Quinoa Company	XXX	XXX	XXX	XXX
Irupana Andean Organic Food	XXX	XXX	XXX	XXX
Coronilla	XXX	XXX	XXX	XXX
Alter Eco	XXX	XXX	XXX	XXX

Source: XXX

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Quinoa Flour Market Forecast and Commercial Opportunities

The market will add USD XXX million between 2025 and 2031, with more than half of incremental value originating outside traditional standalone retail flour. Industrial bakery will remain the largest outlet, but pasta, noodles, extruded snacks, instant nutrition and composite flour systems will set the growth pace.

The base-case forecast assumes improving Andean crop availability, continued gluten-free product launches and moderate real price normalization after supply shocks. An accelerated scenario built around mainstream noodle adoption and pre-gelatinized flour would lift the 2031 market above USD XXX million, while recurring drought and sustained grain inflation would keep value closer to USD XXX million.

Winning suppliers will combine multiple origins, documented farm-level traceability, dedicated allergen controls and application laboratories capable of solving bitterness, hydration and texture challenges. Premium value will accrue to flour specifications that deliver consistent performance rather than to undifferentiated milled grain.

Opportunities

- Pre-gelatinized quinoa flour for instant foods and beverages
- Clean-label binders for plant-based meat and prepared foods
- Quinoa-wheat and quinoa-pulse composite flour systems
- Premium infant and clinical nutrition formulations
- Locally grown quinoa flour in Canada, the United States, Europe and India
- Traceable regenerative and smallholder-linked ingredient programs

> This preview shows the form and depth of the report. The full report contains every figure, segment- and country-level detail and full company profiles. On purchase all figures are finalised and verified, and the report is delivered within 24–72 hours.

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