

Farro Market Set to Reach \$513.8 Million by 2030, Growing at a CAGR of 10.1%

The global farro market is experiencing substantial growth, driven by rising health consciousness, demand for organic products

WILMINGTON, NEW CASTLE, DELAWARE, UNITED STATES, July 25, 2024 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Farro Market by Type, Nature and Distribution Channel: Global Opportunity Analysis and Industry Forecast, 2021-2030.](#)"



Request a sample of the report : <https://www.alliedmarketresearch.com/request-sample/14248>

Farro is a cereal grain in which, unlike wheat, the husk adheres to the grain, just as in barley and oats. Farro, a grain, is an unhybridized form of wheat. It has a firm, chewy texture. Its fiber content therefore is high and so are nutrients such as Vitamin E and protein. Furthermore, farro has a high rusticity and great environmental adaptability, which allows it not to be affected by wild herbs.

“

The farro market is on an impressive growth trajectory, fueled by increasing consumer interest in health-focused and organic food options.”
Allied Market Research

The global farro market is experiencing substantial growth, with a projected value of \$513.8 million by 2030 and a CAGR of 10.1% from 2021 to 2030. This growth is driven by

the increasing demand for organic and healthy food ingredients, aligning with the trend of clean label food products free from synthetic additives and harmful chemicals.

The rise in health consciousness among consumers has increased exponentially. There is an ongoing shift in the dietary habits among consumers, wherein they are increasing opting for healthier plant-based alternatives. Hence, the food industry players are responding by

developing a wide range of healthy alternatives, such as farro pasta, biscuits, sweets, among others. Moreover, in the recent years, food traceability has become an important aspect among consumers, as they care more about what they are eating and where their food is sourced. In addition, consumers demand for creativity and variety in their meals; hence, they are experimenting with new products and adding plant-based food products to their diet, which, in turn, propels the farro market growth.

Farro is a cereal grain in which, unlike wheat, the husk adheres to the grain, just as in barley and oats. Farro, a grain, is an unhybridized form of wheat. It has a firm, chewy texture. Its fiber content therefore is high and so are nutrients such as Vitamin E and protein. Furthermore, farro has a high rusticity and great environmental adaptability, which allows it not to be affected by wild herbs.

The rise in health consciousness among consumers has increased exponentially. There is an ongoing shift in the dietary habits among consumers, wherein they are increasingly opting for healthier plant-based alternatives. Hence, the food industry players are responding by developing a wide range of healthy alternatives, such as farro pasta, biscuits, sweets, among others. Moreover, in the recent years, food traceability has become an important aspect among consumers, as they care more about what they are eating and where their food is sourced. In addition, consumers demand for creativity and variety in their meals; hence, they are experimenting with new products and adding plant-based food products to their diet, which, in turn, propels the farro market growth.

□□□□ □□□□□□□□ □□□□□□□□ □□□□□□□□:

□□□□□□□□ □□□□□□□□□□□□□□□□:

Rising health consciousness among consumers has led to a shift in dietary habits, with a preference for healthier, plant-based alternatives. Farro, a nutritious grain with high fiber, Vitamin E, and protein content, fits well into this trend.

□□□□□□ □□□□□□□□□□□□□□□□:

Consumers are becoming more concerned about the sourcing of their food, leading to a demand for traceability. Farro, with its natural and wholesome properties, aligns with the growing interest in knowing where food comes from.

□□□□□□□□□□□□ □□□□ □□□□□□□□□□□□ □□ □□□□□□:

Consumers are experimenting with new, plant-based food products, contributing to the growth of the farro market. The demand for variety and creativity in meals has driven the development of farro-based products like pasta, biscuits, and sweets.

□□□□□□□□□□ : <https://www.alliedmarketresearch.com/purchase-enquiry/A13879>

□□□□□□□□ □□□□□□□□□□□□□□□□:

□□□□:

Whole grain farro dominated the market in 2020, holding a 65.18% share. However, the semi pearly & pearly segment is expected to grow faster due to its quicker cooking time and increasing culinary applications.

□□□□□□:

Conventional farro held the dominant share in 2020 (58.1%), but the organic segment is anticipated to grow faster. This growth is attributed to increased health consciousness, higher consumer spending, and a preference for non-GMO and pesticide-free products.

□□□□□□□□□□□□ □□□□□□:

The offline segment, particularly supermarkets and hypermarkets, accounted for the maximum share in 2020. However, the online segment is expected to grow faster due to rising consumer convenience and wider reach through online platforms.

□□□□□□:

Europe was the prominent region in 2020, driven by the popularity of plant-based foods, substantial consumption, and a focus on nutritional content. North America is expected to witness significant growth, with consumers showing an inclination toward health-conscious products and plant-based alternatives.

The farro market is on a growth trajectory, fueled by the demand for healthy and organic food products. Consumer preferences for clean label foods, traceability, and diverse meal options contribute to the market's expansion. Despite challenges posed by the COVID-19 pandemic, the farro market is expected to rebound and witness substantial growth, especially in regions like North America with a growing interest in health-conscious alternatives.

□□□□ □ □□□□□ □□□□□□□□ : <https://www.alliedmarketresearch.com/check-out-final/c7a7a6880b46d4992c4591f76425f1b1>

By type, the whole grain farro category was the dominant segment in 2020 with 65.18% share. This is attributed to the fact that whole grains are wholesome and have a higher nutritional profile. However, the semi pearly & pearly segment is anticipated to grow at a faster rate during the farro market forecast period, owing to its rising culinary applications since it enables faster cooking time.

On the basis of nature, the conventional category was the dominant segment in 2020 with 58.1% share in the market. This is attributed to the fact that conventionally sourced farro is relatively low priced as compared to its counterparts, and is largely used for selling. However, the organic segment is anticipated to grow at a faster rate during the forecast period, owing to increase in health consciousness among consumers, rise in consumer spending, and inclination toward non-GMO & pesticide-free grown products.

□ □□□□□ □□

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP, based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view of providing business insights and consulting to assist its clients in making strategic business decisions and achieving sustainable growth in their respective market domain.

We have professional corporate relations with various companies and this helps us dig out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Allied Market Research CEO Pawan Kumar is instrumental in inspiring and encouraging everyone associated with the company to maintain high-quality of data and help clients in every way possible to achieve success. Each and every piece of data presented in the reports published by us is extracted through primary interviews with top officials from leading companies in domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

□□□□□□□□

David Correa

5933 NE Win Sivers Drive

#205, Portland, OR 97220

United States

USA/Canada (toll-free): +1-800-792-5285, +1-503-894-6022

UK: +44-845-528-1300

Hong Kong: +852-301-84916

India (Pune): +91-20-66346060

Fax: +1(855)550-5975

help@alliedmarketresearch.com

Web: <https://www.alliedmarketresearch.com/reports-store/food-and-beverages>

Follow Us on Blog: <https://www.dailyreportsworld.com/>

David Correa

Allied Market Research

+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/730347434>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.