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# Tortilla Market Worldwide

**Preliminary Overview**

Full Report at TIA Convention

*(Will Be Posted on TA Website Shortly)*



Source: United States Department of Agriculture (USDA), Food and Agriculture Organization of the United Nations (FAO), African Union (AU) - Department of Rural Economy and Agriculture, Latin American Economic System), Tortilla Industry Association (TIA), International Association of Culinary Professionals (IACP), International Foodservice Distributors Association (IFDA), Institute of Food Technologists (IFT), MRFR Analysis, Companies Annual Report and Others

# Collection, Aggregation & Integration Of Multiple Data Sources



## Key Points:

- \$37 Billion USD worldwide in 2023
  - \$16 Billion USD in USA in 2023
- \$58 Billion USD worldwide by 2033
  - \$24 Billion USD in USA by 2033
- CAGR 5.2%

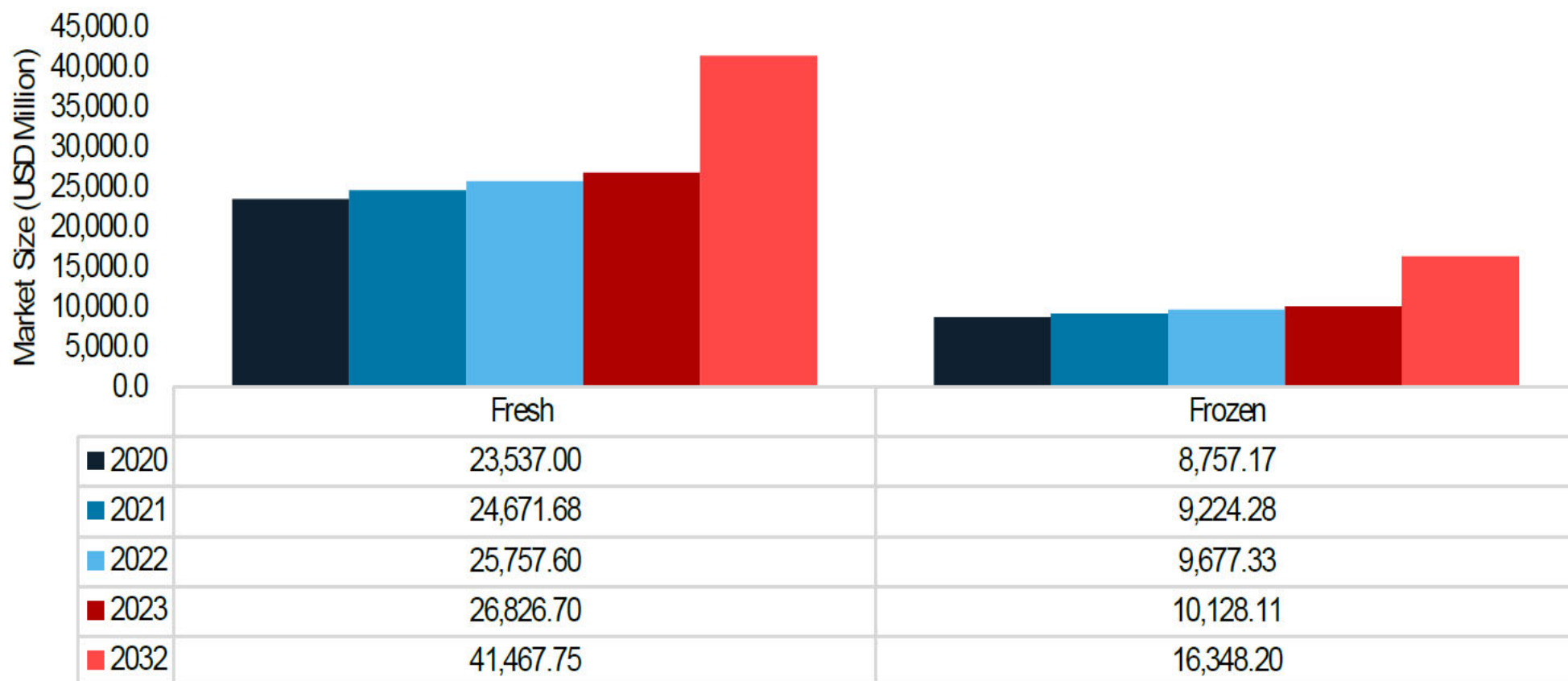


# **GLOBAL OVERVIEW**





## GLOBAL TORTILLA MARKET, BY PROCESSING TYPE, 2022 & 2032 (USD MILLION)



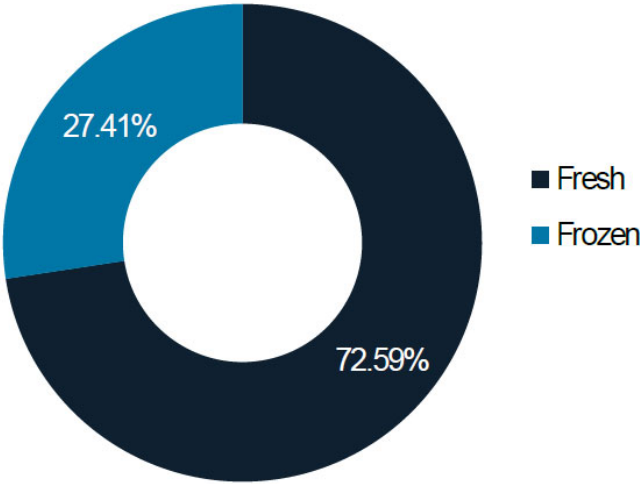
Source: United States Department of Agriculture (USDA), Food and Agriculture Organization of the United Nations (FAO), African Union (AU) - Department of Rural Economy and Agriculture, Latin American Economic System), Tortilla Industry Association (TIA), International Association of Culinary Professionals (IACP), International Foodservice Distributors Association (IFDA), Institute of Food Technologists (IFT), MRFR Analysis, Companies Annual Report and Others



GLOBAL TORTILLA MARKET, BY PROCESSING TYPE, 2020–2032 (USD MILLION)

Processing Type	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Fresh	23,537.00	24,671.68	25,757.60	26,826.70	27,951.30	41,467.75	5.05%
Frozen	8,757.17	9,224.28	9,677.33	10,128.11	10,604.01	16,348.20	5.56%
Total	32,294.17	33,895.96	35,434.93	36,954.81	38,555.31	57,815.95	5.20%

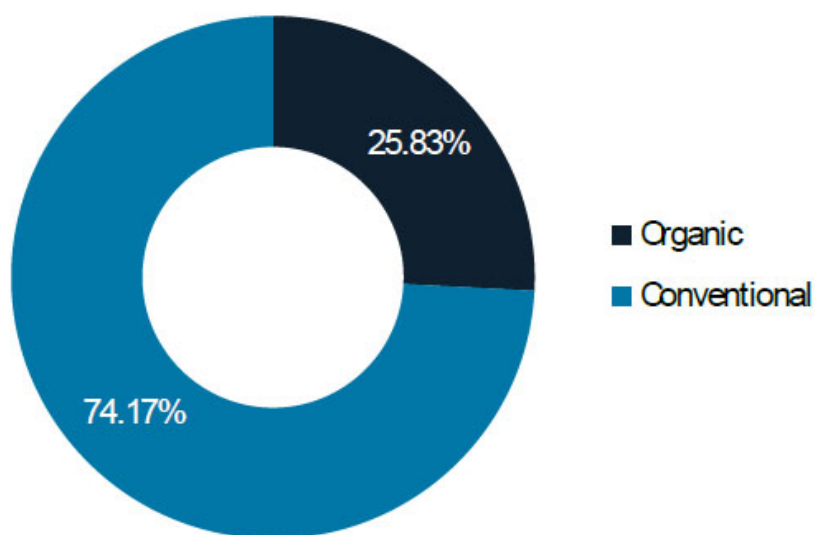
GLOBAL TORTILLA MARKET SHARE (%), BY PROCESSING TYPE,





GLOBAL TORTILLA MARKET, BY NATURE, 2020–2032 (USD MILLION)

Nature	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Organic	8,052.26	8,552.55	9,046.36	9,544.42	10,072.62	16,483.20	6.35%
Conventional	24,241.91	25,343.41	26,388.57	27,410.39	28,482.69	41,332.75	4.76%
Total	32,294.17	33,895.96	35,434.93	36,954.81	38,555.31	57,815.95	5.20%

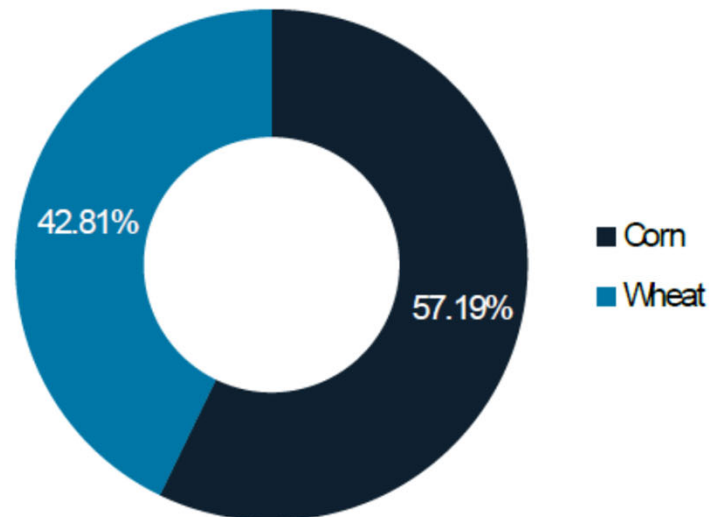






GLOBAL TORTILLA MARKET, BY SOURCE, 2020–2032 (USD MILLION)

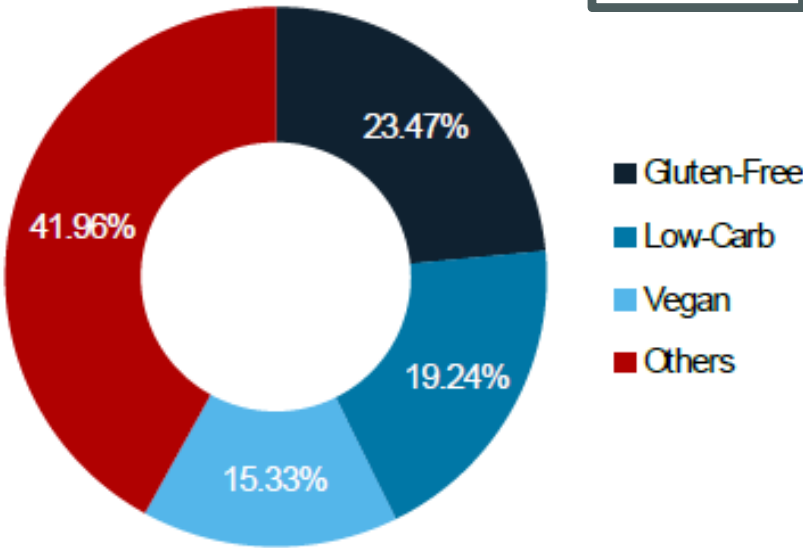
Source	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Corn	18,407.57	19,352.59	20,264.70	21,168.77	22,121.97	33,609.59	5.37%
Wheat	13,886.59	14,543.37	15,170.23	15,786.04	16,433.33	24,206.36	4.96%
Total	32,294.17	33,895.96	35,434.93	36,954.81	38,555.31	57,815.95	5.20%





# GLOBAL TORTILLA MARKET, BY CATEGORY, 2020–2032 (USD MILLION)

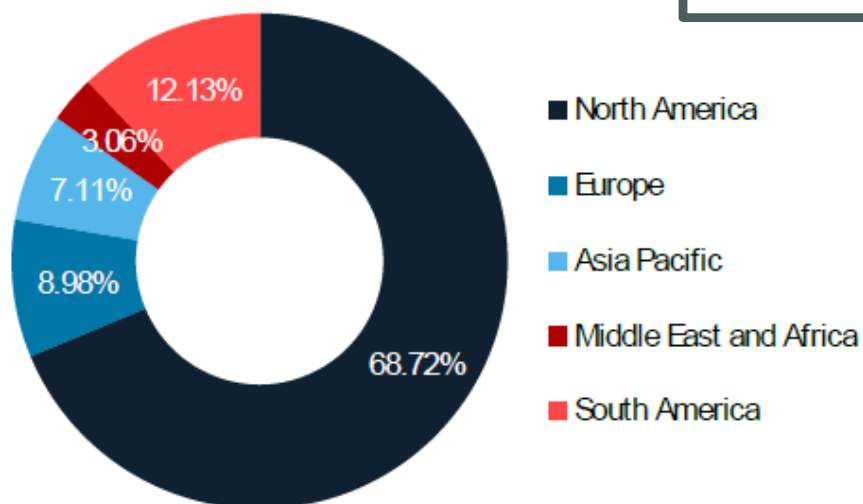
Category	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Gluten-Free	7,500.37	7,900.25	8,288.07	8,673.94	9,081.30	13,998.04	5.56%
Low-Carb	6,170.95	6,492.41	6,803.27	7,111.85	7,437.36	11,362.71	5.44%
Vegan	4,849.87	5,125.42	5,394.70	5,664.24	5,949.36	9,398.95	5.88%
Others	13,772.97	14,377.88	14,948.89	15,504.78	16,087.30	23,056.26	4.60%
Total	32,294.17	33,895.96	35,434.93	36,954.81	38,555.31	57,815.95	5.20%





## GLOBAL TORTILLA MARKET, BY REGION, 2020–2032 (USD MILLION)

Region	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
North America	22,372.48	23,418.96	24,416.18	25,394.55	26,422.50	38,759.82	4.91%
Europe	2,849.73	3,008.75	3,163.83	3,318.81	3,482.65	5,463.61	5.79%
Asia-Pacific	2,202.92	2,344.63	2,485.00	2,626.96	2,777.63	4,607.93	6.53%
Middle East & Africa	982.67	1,033.58	1,082.79	1,131.61	1,183.10	1,803.86	5.41%
South America	3,886.37	4,090.03	4,287.12	4,482.88	4,689.43	7,180.74	5.47%
Total	32,294.17	33,895.96	35,434.93	36,954.81	38,555.31	57,815.95	5.20%





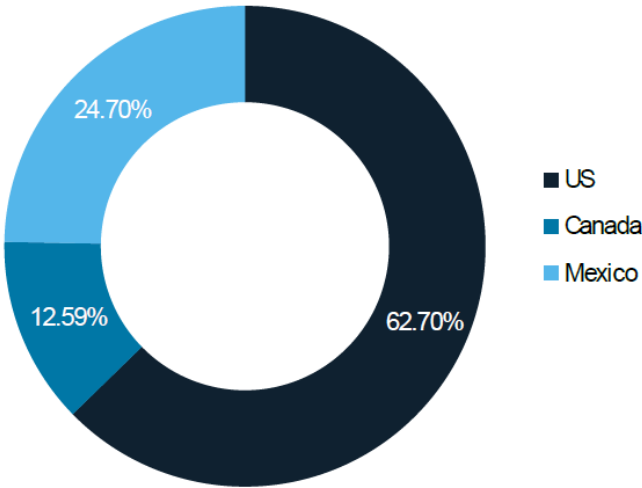
# NORTH AMERICA



**By Country**



NORTH AMERICA: TORTILLA MARKET SHARE, BY COUNTRY, 2022



NORTH AMERICA: TORTILLA MARKET, BY COUNTRY, 2020–2032 (USD MILLION)

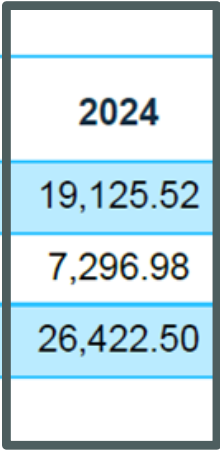
Country	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
US	14,116.39	14,745.92	15,341.74	15,923.11	16,532.94	23,845.04	4.68%
Canada	2,788.89	2,929.38	3,064.58	3,198.26	3,339.05	5,031.02	5.26%
Mexico	5,467.19	5,743.67	6,009.87	6,273.18	6,550.52	9,883.75	5.28%
Total	22,372.48	23,418.96	24,416.18	25,394.55	26,422.50	38,759.82	4.91%





NORTH AMERICA TORTILLA MARKET, BY PROCESSING TYPE, 2020–2032 (USD MILLION)

Processing Type	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Fresh	16,282.83	17,021.21	17,721.77	18,406.67	19,125.52	27,747.76	4.76%
Frozen	6,089.65	6,397.75	6,694.42	6,987.88	7,296.98	11,012.05	5.28%
Total	22,372.48	23,418.96	24,416.18	25,394.55	26,422.50	38,759.82	4.91%





NORTH AMERICA TORTILLA MARKET, BY NATURE, 2020–2032 (USD MILLION)

Nature	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Organic	5,551.12	5,880.07	6,202.70	6,526.40	6,868.80	10,994.59	6.06%
Conventional	16,821.35	17,538.89	18,213.49	18,868.15	19,553.71	27,765.23	4.48%
Total	22,372.48	23,418.96	24,416.18	25,394.55	26,422.50	38,759.82	4.91%



NORTH AMERICA TORTILLA MARKET, BY SOURCE, 2020–2032 (USD MILLION)

Source	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Corn	12,797.98	13,419.03	14,013.80	14,599.64	15,215.91	22,617.37	5.08%
Wheat	9,574.49	9,999.94	10,402.39	10,794.91	11,206.60	16,142.45	4.67%
Total	22,372.48	23,418.96	24,416.18	25,394.55	26,422.50	38,759.82	4.91%



NORTH AMERICA TORTILLA MARKET, BY CATEGORY, 2020–2032 (USD MILLION)

Category	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Gluten-Free	5,203.81	5,466.74	5,719.87	5,970.24	6,233.94	9,403.47	5.27%
Low-Carb	4,307.94	4,520.15	4,723.78	4,924.67	5,136.09	7,675.82	5.15%
Vegan	3,368.90	3,550.75	3,727.25	3,902.91	4,088.27	6,318.53	5.59%
Others	9,491.83	9,881.32	10,245.28	10,596.73	10,964.19	15,362.00	4.31%
Total	22,372.48	23,418.96	24,416.18	25,394.55	26,422.50	38,759.82	4.91%



US TORTILLA MARKET, BY PROCESSING TYPE, 2020–2032 (USD MILLION)

Processing Type	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Fresh	10,224.50	10,665.72	11,081.34	11,485.34	11,908.68	16,984.82	4.54%
Frozen	3,891.89	4,080.19	4,260.40	4,437.77	4,624.26	6,860.22	5.05%
Total	14,116.39	14,745.92	15,341.74	15,923.11	16,532.94	23,845.04	4.68%



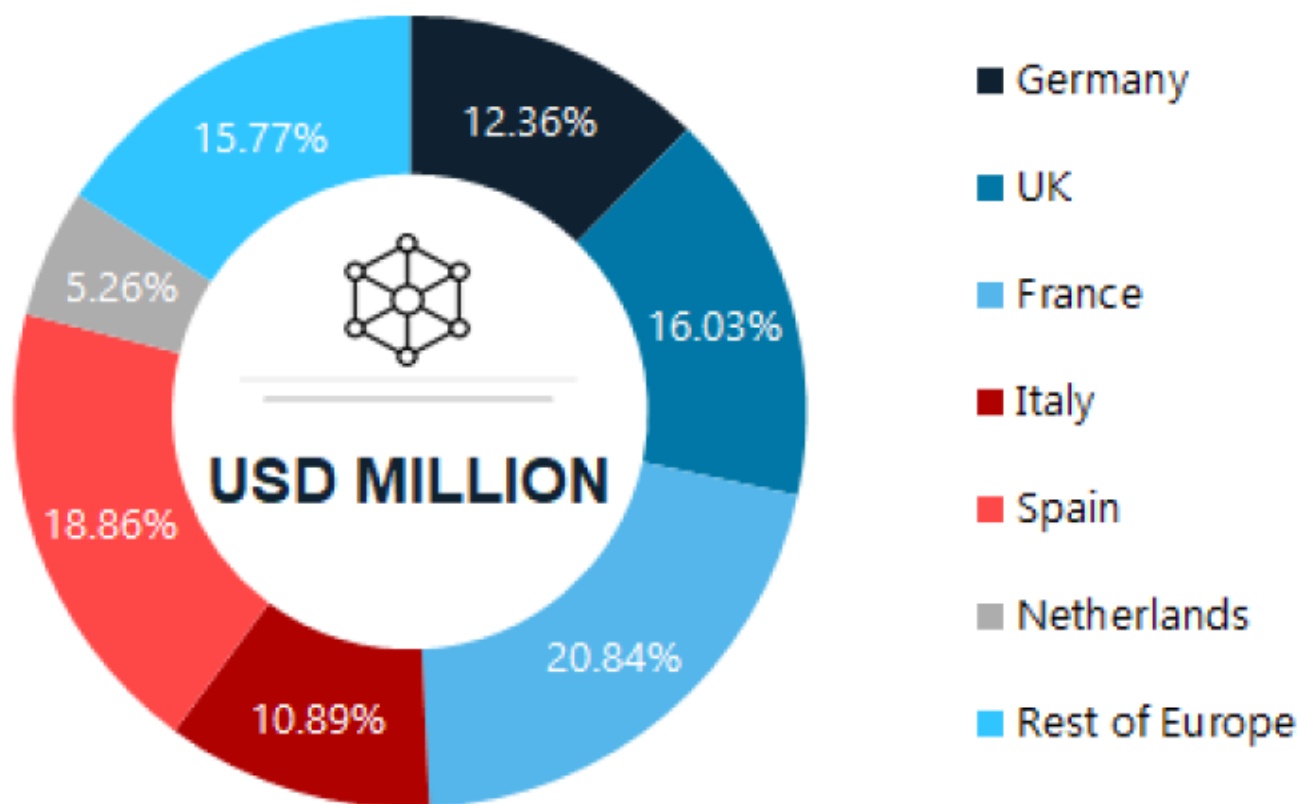
# EUROPE

## By Country



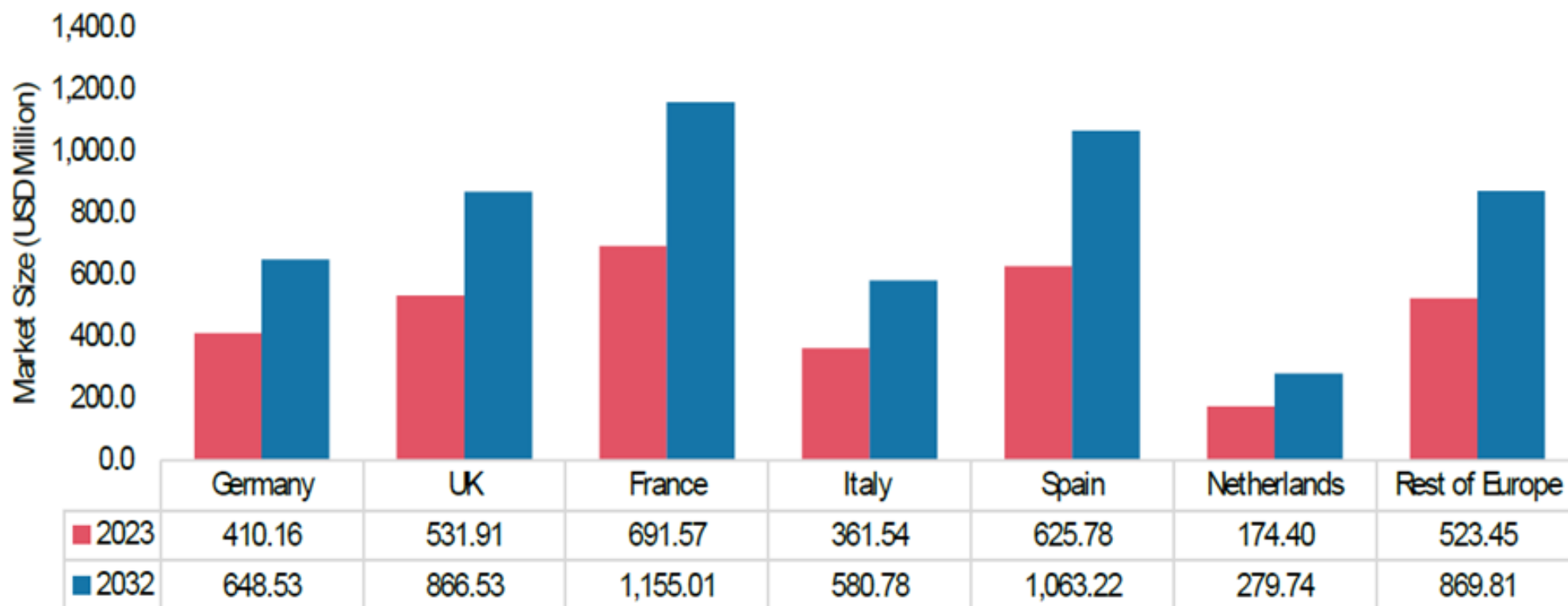


EUROPE: TORTILLA MARKET SHARE, BY COUNTRY, 2022 (% SHARE)





## EUROPE: TORTILLA MARKET, BY COUNTRY, 2022 & 2032 (USD MILLION)





### EUROPE TORTILLA MARKET, BY NATURE, 2020–2032 (USD MILLION)

Nature	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Organic	723.31	772.71	822.04	872.28	925.80	1,583.69	6.94%
Conventional	2,126.42	2,236.04	2,341.79	2,446.53	2,556.85	3,879.92	5.35%
Total	2,849.73	3,008.75	3,163.83	3,318.81	3,482.65	5,463.61	5.79%



EUROPE TORTILLA MARKET, BY SOURCE, 2020–2032 (USD MILLION)

Source	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Corn	1,631.92	1,725.75	1,817.62	1,909.71	2,007.19	3,189.12	5.96%
Wheat	1,217.81	1,283.00	1,346.22	1,409.10	1,475.46	2,274.49	5.56%
Total	2,849.73	3,008.75	3,163.83	3,318.81	3,482.65	5,463.61	5.79%





### EUROPE TORTILLA MARKET, BY CATEGORY, 2020–2032 (USD MILLION)

Category	2020	2021	2022	2023	2024	2032	CAGR (2024-2032)
Gluten-Free	645.27	683.68	721.45	759.44	799.72	1,289.56	6.15%
Low-Carb	553.54	585.84	617.52	649.32	683.01	1,091.99	6.04%
Vegan	425.53	452.38	478.96	505.84	534.40	883.46	6.49%
Others	1,225.39	1,286.85	1,345.91	1,404.20	1,465.52	2,198.60	5.20%
Total	2,849.73	3,008.75	3,163.83	3,318.81	3,482.65	5,463.61	5.79%

Full Report at  
TIA Convention

**This Presentation  
On TIA Website in 2  
Weeks**



**And Now For Our First Speaker !**