
Description: The global quinoa seeds market expected to reach USD XX Million by 2020 from USD 285.54 Million in 2015, registering a double digit growth of XX% during the forecasted period from 2015 to 2020. Quinoa was a staple food of the South America, and is mainly grown in the Andean Countries of Peru and Bolivia. Quinoa seeds are good sources of vitamin B complex, vitamin E and essential fatty acids (linoleic and alpha-linolenic acid). Also quinoa is an excellent source of iron, copper, calcium, potassium, manganese, magnesium and fiber.

Quinoa has captured the attention of consumers from around the world, due to its nutritional value, gluten free nature and its potential of being a functional food ingredient. There is a huge demand of quinoa, globally and The United nation has declared year 2013 as "International Year of Quinoa". The grain is very similar to rice and can be cooked and used in the same way. Cooked quinoa seeds have delicate and subtly nutty flavor, and can be turned into flakes as a breakfast cereal or eaten in a salad for lunch or used like rice with an evening meal. Quinoa has become famous among the celebrity classes and an increasing number of ordinary families as a health food and a tasty alternative to rice.

However, the limited production of quinoa is slowing the growth of this market.

This market can be broadly segmented by seed type into organic quinoa seeds market and inorganic quinoa seeds market. Currently, the market is dominated by the inorganic quinoa seeds, however, in the coming years, the demand of organic quinoa seeds is going to increase globally.

Quinoa may have been originated in South America, but now quinoa is being grown in North America and Europe as well. Currently, Bolivia is the largest producer of the quinoa followed by Peru. These countries are exporting more than 50% of their produce, however increased international demand has increased the domestic prices of the crop. In 2015, the U.S. (XX%), Canada (XX%), France (XX%), the Netherlands (XX%) and Germany (XX%) were the leading destinations of quinoa imports, together making up XX% of global imports. 84.2% of global exports originate from Bolivia, Ecuador and Peru, XX% from the United States of America, and XX% from the European Union. The major players covered under this report are Quinoa Foods Company, Andean Valley S.A., City S.R.L, Sociedad Industrial Molinera, Comrural XXI S.R.L., Northern Quinoa Corp., The British Quinoa Company, Ancient Harvest, Quinoabol, Irupana Andean Organic Foods and Quinoa Sure among others.

Key Deliverables in the Study:

- Market analysis for the Global Quinoa Seeds Market, with region specific assessments and competition analysis.
- Market definition along with the identification of key drivers and restraints.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market.
- Extensively researched competitive landscape section with profiles of major companies along with their market shares.
- Identification and analysis of the macro and micro factors that affect the Global Quinoa Seeds Market.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.
- Insights on the major countries in which this industry is blooming and to also identify the regions that are still untapped.

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