North America Quinoa Seeds Market - Forecasts And Trends (2016 - 2021)

Description: The North America quinoa seeds market expected to reach USD XX million by 2021 from USD 97.40 million in 2015, registering a double digit growth of XX% during the forecasted period from 2016 to 2021. Quinoa is a seed that could be ground into flour and could be used as a substitute for grains, especially by gluten sensitive population. Quinoa as a crop and food has a relatively recent history in North America. Quinoa is originally from the Andes region in South America and is seen as the most nutrient-dense pseudo-grain, because of its protein quality (amino acids pattern), minerals and vitamin content. Other great features of quinoa are gluten-free nature and low glycemic index. The FAO, declared 2013 as the year of quinoa proclaimed by its potential contribution to a sustainable food supply of the growing world population.

The key drivers of the industry in North America includes the growing demand of quinoa, due to its health benefits, increasing demand of cereals, snacks and beverages, increasing demand of healthy food ingredients and rising awareness about gluten free diet. However, high price fluctuation is the only restraint for the growth of the 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.

Most quinoa consumed in the United States is imported from South America. Currently, North America is also producing the quinoa but the grain production is very less as compare to the demand. In North America, quinoa remains a niche crop limited to specific geographic areas. Currently, the greatest area of quinoa cultivation in North America are Canada, Colorado, Washington States and Mexico.

The predominant market dynamic relies on major imports from South America, with a small contribution from domestic production. The major companies studied in the report are Andean Naturals, Ancient Harvest, Norquín, Andean Valley, Keen Ingredients, Northern Quinoa Corp among others.

Key Deliverables in the Study:
- Market analysis for the North America 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 North America 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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Contents:
1. Introduction
   1.1 Report Description
   1.2 Definition of the Market
   1.3 Research methodology
2. Key Findings of the Study
3. Quinoa - Market Overview
3.1 Market Dynamics

3.1.1 Drivers
3.1.1.1 Low tariff protection level and preferential mechanisms
3.1.1.2 Increasing demand for healthy foods
3.1.1.3 Large scale demand from high income countries
3.1.1.4 Increasing interest in the authentic/ ancient aspects

3.1.2 Restraints
3.1.2.1 Fragmented supply (mostly unorganized small farmers)
3.1.2.2 Unfavourable environmental conditions for large scale domestic production
3.1.3 Opportunities
3.1.3.1 Developing variants that grow in a wide range of climates
3.1.3.2 Application in various industries

3.1.4 Porter’s Five Force Analysis
3.1.4.1 Bargaining Powers of Buyers
3.1.4.2 Bargaining Powers of Suppliers
3.1.4.3 Threat of New Entrants
3.1.4.4 Threat from Substitute products
3.1.4.5 Competition Rivalry

3.1.5 Supply Chain Analysis
3.1.6 Industrial Policies and Government Regulations

3.2 Competitive Analysis
3.2.1 Competitive Environment
3.2.2 Key Players Profiles and Market Share
3.2.3 Major Traders (Importers and Exporters) and their Products

3.3 Market Segmentation by Country
3.3.1 US
3.3.1.1 Market Value
3.3.1.2 Consumption Analysis
3.3.1.3 Production Analysis
3.3.1.4 Analysis of Import (Value, Quantity and Major Trade Partners)
3.3.1.5 Analysis of Export (Value, Quantity and Major Trade Partners)
3.3.1.6 Analysis of Prices and its Seasonality (Producer/Wholesale/Retail)
3.3.2 Canada
3.3.2.1 Market Value
3.3.2.2 Consumption Analysis
3.3.2.3 Production Analysis
3.3.2.4 Analysis of Import (Value, Quantity and Major Trade Partners)
3.3.2.5 Analysis of Export (Value, Quantity and Major Trade Partners)
3.3.2.6 Analysis of Prices and its Seasonality (Producer/Wholesale/Retail)
3.3.3 Mexico
3.3.3.1 Market Value
3.3.3.2 Consumption Analysis
3.3.3.3 Production Analysis
3.3.3.4 Analysis of Import (Value, Quantity and Major Trade Partners)
3.3.3.5 Analysis of Export (Value, Quantity and Major Trade Partners)
3.3.3.6 Analysis of Prices and its Seasonality (Producer/Wholesale/Retail)

4. Abbreviations
5. Disclaimer

List of Tables

1: North America Quinoa Seeds Market Revenue, by Country, 2012-2021 (USD Million)
2: USA: Quinoa Seeds Market Revenue, 2012-2021 (USD Million)
3: USA: Quinoa Seeds Consumption, 2012-2021 (Tonnes)
4: USA: Quinoa Seeds Production, 2012-2021 (Tonnes)
5: USA: Quinoa Seeds Import Quantity in Tons and Value in 1000 USD, 2012-2021
6: Canada: Quinoa Seeds Export Quantity in Tons and Value in 1000 USD, 2012-2021
7: Canada: Quinoa Seeds Market Revenue, 2012-2021 (USD Million)
8: Canada: Quinoa Seeds Consumption, 2012-2021 (Tonnes)
9: Canada: Quinoa Seeds Production, 2012-2021 (Tonnes)
10: Canada: Quinoa Seeds Import Quantity in Tons and Value in 1000 USD, 2012-2021
11: Canada: Quinoa Seeds Export Quantity in Tons and Value in 1000 USD, 2012-2021
12: Mexico: Quinoa Seeds Market Revenue, 2012-2021 (USD Million)
13: Mexico: Quinoa Seeds Consumption, 2012-2021 (Tonnes)
14: Mexico: Quinoa Seeds Production, 2012-2021 (Tonnes)
15: Mexico: Quinoa Seeds Import Quantity in Tons and Value in 1000 USD, 2012-2021
16: Mexico: Quinoa Seeds Export Quantity in Tons and Value in 1000 USD, 2012-2021

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