

## Tapioca starch market to exceed revenue by 2028

Insights presented by Fact.MR has estimated that by 2028, the [tapioca starch market](#) will exceed revenues worth \$8,500mn. High in carbohydrates, and devoid of gluten, grain and nut, tapioca starch has witnessed application in the prevention of food allergies, gluten sensitivity and celiac disease.



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The growth of the tapioca starch market is influenced by cassava extract's effectiveness in reducing the cholesterol level, preventing constipation, and maintaining blood sugar levels in light of its high fibre content.

### Flour, pearl variants preferred over other forms

Discerning growing requirements of end-users, prominent stakeholders have introduced various forms of tapioca extracts. Consumers continue to prefer tapioca flour and tapioca pearls over other forms of this cassava extract. These variants of tapioca starch to record a parallel rise through 2028. Demand for tapioca pellets will flourish, outgrowing all forms of tapioca starch.

Tapioca starch seeks extensive adoption across a wide range of applications, ranging from food and beverages to animal feed. While the food and beverage industry is envisaged to hold bulk shares of the market, demand in processing industries including textile, paper, and wood will rise at a slightly higher rate in the forthcoming years.

Animal feed application is likely to trail food and beverage industry's dominance in the tapioca starch market, in terms of both value and volume.

### Gluten-free food demand, the prevalence of celiac disease in North America

Albeit North America continues to hold greater market share, value, and volume, than Europe, revenues from the tapioca starch market in the latter is set to grow at a comparatively higher rate through 2028.

The upward trend of gluten-free foods in North America, coupled with the prevalence of celiac disease (over three million affected individuals in the United States), are key growth determinants for tapioca starch market in the region. Tapioca starch market in Europe continues to remain impacted by Free Trade Agreements with third-world countries.

Starch Europe, the trade association that represents businesses related to starch industry, at both Europe and international level, has joined hands with Vietnam FTA to leverage latent opportunities in Vietnam's emerging market to foster EU's services, industrial, and agricultural exports. This, coupled with the occupancy of an established marketplace for gluten-free food and beverages, will underpin the expansion of Europe's tapioca starch market.

## **Efficient distribution network promoting accessibility**

Adoption of tapioca starch among urban consumers is likely to trace a gradual upward graph, driven by demand for food as well as industrial processing applications.

This has further encouraged communication between relevant market stakeholders and consumers, resulting in the development of a robust distribution network as a consequence. Presence of an effective and an efficient supply chain has enabled delivery of high-quality tapioca starch, while foraying urban markets at affordable costs compared to its alternatives such as potato and cornstarch.

Albeit corn and potato starch represent pervasive dominance in the worldwide starch industry, undesired cereal flavour, cloudy appearances, and lower tendency to the gel of corn and potato starch pastes will open doors for their alternatives, such as tapioca starch.

A slew of excellent traits of tapioca starch, including resistance to longer cooking times, persistent quality during food reheating and freezing processes, and complete dissolution with high viscosity and clarity retention property, have considerably led their adoption in the food industry. This has significantly driven growth of the tapioca extract market.

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