

At Ardent Mills, we understand that staying on top of the latest trends is crucial to our customers' success.

Flour Trend Guide

The 2025 (and Beyond)

That's why we've curated this extensive guide to flour trends for CPG manufacturers.

The Ardent Mills Insights Team has uncovered seven types of flour consumers are craving. Each flour type is characterized by a distinct,

primary trait that is driving consumer appeal. The flours that fall into these categories often share several of these traits to create even more compelling offerings, such as flours that are organic and gluten-free. Let's take a look at how each type of flour can help

you extend your brand's reach today and tomorrow.

By the Numbers

58%

of consumers would purchase

Ancient Grain foods overall

(across grocery and restaurants)1

of consumers agree that Ancient

Grains "are an ingredient I wish

was included in more goods sold

where I shop for groceries"2

of consumers agree that Ancient

Grains "are an ingredient I wish

was included in more menu items

at the restaurants I frequent"3

Our goal: To help you innovate and remain competitive as consumer tastes and preferences evolve.

A great complement to traditional flours, alternative flours like sorghum flour continue to grow in popularity.

Also of note: More and more, consumers are

seeking out the benefits that Ancient Grains can

1. Ancient and Alternative

Grain Flours

bring to their diet by looking for products and menu items that include them as ingredients. That's why sorghum, quinoa and spelt flours are gaining new fans and market share in this space.



If you're looking for versatile flours that can help you

www.ardentmills.com/emerging-nutrition/ to explore

meet the demands of today's consumer, visit

our alternative grain flour options.

Unit sales of gluten-free claim products in traditionally taste-led categories are on the rise by 5-20%6

In fact, many of these consumers actively opt in and out of this dietary

behavior depending on the quality of

gluten-free offerings, which is allowing

these once-niche alternatives to gain a

2. Gluten-Free Flours

Though consumers with celiac disease

and gluten sensitivities avoid gluten

out of necessity, another quarter of

consumers now eat gluten-free by

choice.4 For these consumers, the

re-evaluated at any time.

choice to steer clear of gluten can be

greater share of taste-led categories.5 **Ardent Mills Offers a Full Portfolio of Gluten-Free Flours**

Ardent Mills' portfolio includes flours derived from pulses like chickpea and lentil, as well as Chickpea

Lentil

Gluten-free has traction in Foodservice, but significant room exists to maximize the impact of menu items on interested consumers⁸

Gluten-free eaters are expecting the

same experiences from gluten-free

baked goods as gluten-containing

flours from Ancient Grains such as amaranth, buckwheat, sorghum, millet, teff and quinoa.

Teff

Sorghum Positively

Impacts Nutritionals¹¹

3. Organic Flours and More

behavior, with a 45% participation rate

Nearly half of U.S. consumers say

products, with many stating they are

willing to pay more for both organic foods

and those made with sustainable practices.

expected in 2024 alone.¹²

among consumers and a 4% growth rate

sustainability is important when making



Amaranth Quinoa



Sorghum Positively

Impacts Texture¹⁰

of consumers participate in organic eating¹² 4%

Sorghum Positively

Impacts Taste⁹

Sustainable Practices Eating organic is already a mainstream

growth rate in organic eating in 2024¹²

Sustainably

Grown

of consumers

willing to pay

more¹⁴

organic wheat acres.

communities we serve.

Ardent Mills is committed to environmental

stewardship and brings this value to life

through our Organic Initiative, which has

From our focus on regenerative agriculture to

sourcing from local growers, we're investing

in helping to create a better world for the

helped U.S. wheat growers double their

Nearly half

of U.S. consumers say sustainability is

important when making food decisions¹³

Ethically

Sourced

40%

of consumers

willing to pay

more¹⁵

food decisions.13 In line with these sentiments, consumers are ready to open their wallets and get behind these

> **Organic Grain-Based** Foods Regenerative

> > 44%

of consumers

willing to pay

more¹⁷

Agriculture

of consumers

willing to pay

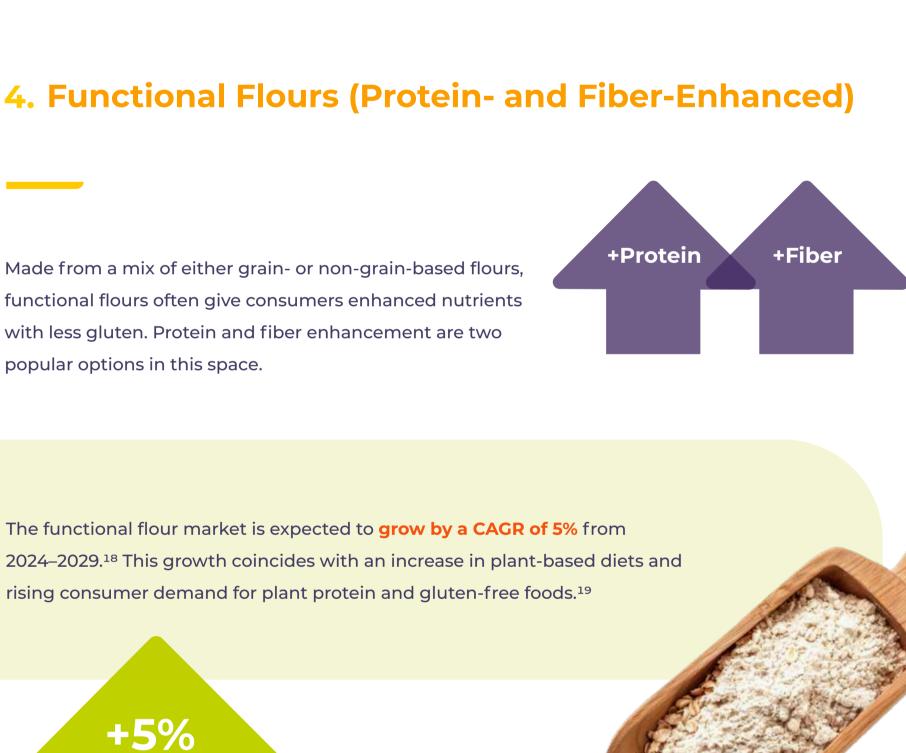
more¹⁶

Our Organic Wheat Flours All Purpose Whole Wheat UltraGrain® Hard White Wheat UltraGrain® Soft White Wheat **Bread**

Pastry

Bakers

Made from a mix of either grain- or non-grain-based flours, functional flours often give consumers enhanced nutrients with less gluten. Protein and fiber enhancement are two popular options in this space. The functional flour market is expected to grow by a CAGR of 5% from 2024–2029.18 This growth coincides with an increase in plant-based diets and rising consumer demand for plant protein and gluten-free foods.¹⁹



and off-the-shelf mixes for our customers' applications. **Off-the-Shelf Mixes**

Blends allow you to deliver a consistent product while taking advantage of the unique properties of

minimize mixing errors and simplify production processes. Ardent Mills provides both custom blends

Ancient Grains

Plus™ Baking

Flour Blend

Gluten-Free

1-to-1 All

Purpose Flour

Keto Friendly

(and Keto

Certified) Flour

Blends

Gluten-Free

Pizza Flour

each flour. They can also help streamline procurement and reduce storage, potentially helping to

Ardent Mills partners with brands to develop customized

ingenuity, integrity and product quality.

6. Flours from Heritage Grains

and Locally Sourced Grains

Consumers are identifying with the traditional

Experimentation is a big part of this trend, too. Food

ingredients.²¹ Opportunity for innovation lies at the

deeply rooted in cultural identity.

transportation of crops.

identities are ever-evolving, and the majority of consumers

intersection of familiar and unknown, where brands can

create new products with flavors and ingredients that are

Alongside this trend is a growing demand for locally sourced

ingredients can reduce the food's carbon footprint, which 41%

say is important to them.²³ To that end, Ardent Mills partners

flours, driven by a desire for authenticity and traceability.²²

Consumers are also beginning to understand that local

closely with local growers and works to minimize the

manage carb intake through

daily behaviors²⁵

12%

carb and net carb management

products are growing at 12% CAGR²⁶

40%

yearly increase in appearance of

menu items with a keto claim²⁷

look for foods that allow them to experiment with flavors and

dishes and ingredients they grew up eating,

including grain flours.

5. Flour Blends

functional flour blends with enhanced nutritional benefits. From

start to finish, our innovation teams offer the highest level of

We've named this trend "Heritage Is Hero." For many individuals, these dishes are not just a part of their food story; they represent a cultural heritage and identity.20

Global interest in the ketogenic diet is 2027 2024 expected to drive over 14.75 billion dollars by 2027.²⁴ Health-conscious consumers looking for bread and baked good alternatives that carry **33**% lower net carbs are discovering keto friendly/lower net carb flours (net carbs = carbohydrates minus dietary fiber). of consumers claim to actively

7. Keto Friendly Flour

Ardent Mills created a keto friendly mix that

has no added dairy and no added sugar to

help you deliver great-tasting products for

those consumers monitoring their net carb

intake.

Ardent Mills Helps You Make the Most of Flour Trends

Get in touch with an Ardent Mills Rep today! Call (888) 680-0013

Morning AgClips, January 20, 2024,

24 Mintel Purchase Intelligence

26 Innova Market Insights

25 Ardent Mills proprietary research/analysis

testing-market/

27 Technomic

1 Ardent Mills Proprietary Research, U.S. Consumers 18+; 1- Net of Definitely and 2-5 Ardent Mills Proprietary Research; U.S. Consumers 18+ 6 Byzzer/Nielsen (Total FMCG, L52 weeks through 03.02.2024) 7 Ardent Mills Proprietary Research; U.S. consumers 18+ 8 Technomic (Total Foodservice; Q4 2023)

Probably Would Purchase

(2024 - 2029)," Mordor Intelligence,

9-17 Ardent Mills Proprietary Research; U.S. Consumers 18+

18-19 "Functional Flour Market Size & Share Analysis - Growth Trends & Forecasts

 $https:/\!/www.mordor intelligence.com/industry-reports/functional-flour-market\\$

Ardent Mills. 20-21 Ardent Mills Proprietary Research; U.S. Consumers 18+, 2023

22 "Vantage Market Research: The Booming Food Authenticity Testing Market,"

23 Ardent Mills Proprietary Research; U.S. Consumers 18+, 2023

https://morningagclips.com/vantage-market-research-the-booming-food-authenticity-

As you can see, CPG manufacturers can leverage a variety of flour trends to gain new customers and build brand equity. Ardent Mills is here to partner with you to create cutting-edge products that help meet consumer demands. We encourage you to explore our diverse portfolio of flours.