

Tortillas and Flatbreads Trend Upward



TORTILLAS are forecasted to grow at an annual rate of

3.7%

from 2018 to 2028.

Source: Future Market Insights

40% of consumers buy tortilla products on a weekly basis.

Source: Future Market Insights

Flatbreads posted the **STRONGEST PERFORMANCE GROWTH WITHIN BAKED GOODS** in 2017, recording 4% volume and current value growth.



Source: Innova Market Insights, 2018

Flatbreads are the perfect solution for adding **ETHNIC FLAIR** to traditional sandwiches, snacks, appetizers and pizzas.



Look for **NAAN** to come to the forefront, as it is rapidly growing on restaurant menus.

Source: Innova Market Insights, 2018