

What We're Watching

07 - 2026

Meet the *other* pulse flour that is gaining manufacturer and consumer consideration:

Lentil Flour

- ◆ It may have started with chickpea, but the impact of pulse flours now includes lentil. Consumers both 'know of' lentils and 'know about' the diverse favorable contributions that the ingredient makes to finished food products. Consumption of products including lentil flour is on the rise.
- ◆ Food industry manufacturers continue to leverage the advantages of chickpea flour and are now also expanding their focus to include lentil flour. Lentil flour is establishing itself as a key ingredient in new Pasta/Noodle products but is also diversifying to a range of other categories. And those products are seeing sales performance success.

Implications and Opportunities:

- **Prioritize lentil flour** as a new product development ingredient that consumers credit for positively supporting **Taste and Texture and Nutritionals** of finished products.
- **Think broadly** in terms of potential food items, lentil flour's **versatility** is reflected in usage across food types: **pasta** to **snacks** to **sweet baked goods**.
- **Combine lentil flour and chickpea flour** to benefit from the dual favorability of both ingredients in consumer perception and in ingredient performance.

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Consumer demand, and manufacturer innovation, is creating new opportunities for Lentil Flour.

Lentils carry near universal awareness with consumers (95%¹) AND favorable perceptions about what the ingredient contributes.

Nutritional Profile

71%

% Positive Impact¹

Taste Experience

62%

% Positive Impact¹

Texture Outcome

56%

% Positive Impact¹

Finished products including Lentil Flour as an ingredient are experiencing strong unit growth.

Unit Sales of Products with Lentil Flour: L52 Weeks vs Year-Ago²

Category*	% Change
Prepackaged Cookies	+403%
Shelf Stable Main Course	+77%
Shelf Stable Pasta and Noodles	+20%
Breakfast Mix	+8%
Sandwich Prepackaged Bread	+5%

*non-exhaustive

Products like Pasta/Noodles that *combine* lentil flour AND chickpea flour are seeing even stronger consideration growth.

+25% % change in unit sales of **Shelf Stable Pasta and Noodles** with **BOTH** Lentil and Chickpea Flour as an ingredient: L52 weeks vs year-ago²

Pasta and Noodle products with **Chickpea Flour** are **+21%** in units vs year-ago²

Products including Lentil Flour come to market with variety on claims/positionings that are aligned with top consumer priorities

Top Claims/Positionings on Products with Lentil Flour as an Ingredient^{3*}

- Gluten-free
- High/Source of Protein
- Vegan
- Plant-Based
- High/Source of Fiber
- Vegan
- No Additives/Preservatives
- Digestive/Gut Health

*non-exhaustive

Manufacturers have taken note and the pace of new product innovation with Lentil Flour is accelerating.

Share of F&B Product Launches with Lentil Flour as Ingredient: 2026 (ytd) vs 2025³

Subcategory*	% Change
Instant Pasta	+136%
Bean Based Snacks	+61%
Baby Cereals & Biscuits	+56%
Dog Snacks/Treats	+39%
Plain Pasta	+36%

*non-exhaustive

2 1- Ardent Mills Proprietary Research, U.S. Adults 18+, 'positive impact' results are among consumers aware of Lentils; 2- Nielsen, Total FMCG + Convenience, Last 52 Weeks through October 03, 2026; 3- Innova Market Insights