

What We're Watching

04 - 2026

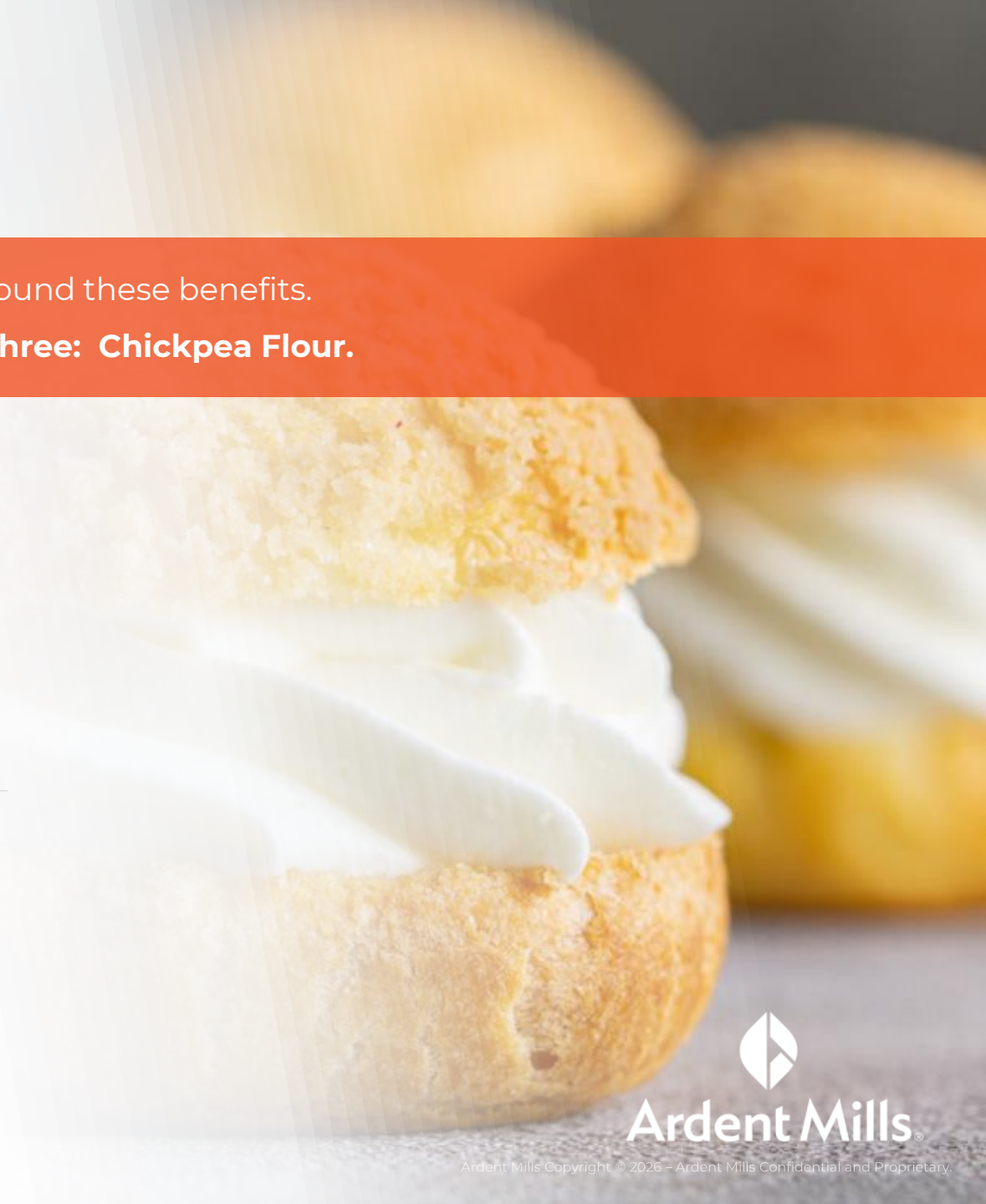
Fiber. Protein. Nutrients. The foodscape is flush with activity around these benefits.

Here's a single ingredient that consumers associate with all three: Chickpea Flour.

- ◆ Chickpeas already carry strong equity with consumers and that equity transfers directly when the ingredient is used in flour format. Consumers have become familiar with chickpea flour perhaps through pasta but are interested in benefiting from the ingredient in other types of food as well.
- ◆ Food industry stakeholders see the opportunity with chickpea flour too. The 'stacked' benefits included in one ingredient is allowing them to directly connect with multiple consumer priorities. It may have started as a gluten-free option or a key ingredient in a 'new' type of pasta, but chickpea flour usage is sprawling to a wide variety of foods.

Implications and Opportunities:

- **Prioritize chickpea flour** as a new product development ingredient that consumers credit for supporting **Fiber, Protein** and **Nutrients**.
- Think **broadly** in terms of potential food items, chickpea flour's **versatility** is reflected in usage across food types: **pasta** to **snacks** to **sweet baked goods**.
- Leverage near-**universal awareness** levels consumers report for chickpeas, familiarity that clears a major hurdle in the **clean label** definition.



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Looking for an 'on-trend' ingredient? You should be looking at chickpea flour.

Chickpea flour has earned favorable credit with consumers across a variety of characteristics with value in the current environment.

Nutritious¹

79%

% Agree

Source of Fiber¹

76%

% Agree

Source of Protein¹

75%

% Agree

Stakeholders across a variety of food categories are increasingly using chickpea flour in new products coming to market in 2026 (ytd).

Share of New Product Launches with Chickpea Flour as an Ingredient: 2026 (ytd) vs 2025²

Subcategory*	% Change
Baby Snacks	+712%
Ready Meals	+353%
Cakes - Pastries & Sweet Goods	+93%
Bean Based Snacks	+48%
Sweet Biscuits/Cookies	+9%

*non-exhaustive

Consumer appreciation yields majority-purchase intent for **SNACKS** made with chickpea flour and other foods.

54% of consumers 'Definitely' or 'Probably' would purchase **Snacks** made with chickpea flour¹

Intent is similarly favorable for **Tortillas (58%), Crackers (57%), Pizza Crust (56%), Bread (54%).¹**

Consumer social discussion about Chickpea Flour AND fiber is growing dynamically; Protein too.

+49% Year-over-year growth in social discussion about **chickpea flour AND fiber**³

Discussion about **chickpea flour AND protein** has grown nearly as quickly (**+33%**)³

Chickpea Flour is being included as an ingredient in new products that claim a range of in-demand benefits.

Claims/Positionings included on New Products with Chickpea Flour: 2026 (ytd)²

Claim/Positioning*	% of Products
High/Source of Protein	59%
Gluten-Free	51%
No Additives/Preservatives	43%
High/Source of Fiber	30%
Digestive/Gut Health	22%

*non-exhaustive

2 1- Ardent Mills Proprietary Research, U.S. Adults 18+, among consumers aware of Chickpeas; 2- Innova Market Insights, 2026 (ytd) = through mid-May; 3- Tastewise(U.S. food)