

# Frozen Bakery Additives Market 2016 –Global Sales, Price, Revenue, Gross Margin and Market Share

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/EINPresswire.com/ -- Frozen Bakery Additives Market 2016

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Frozen bakery is the fastest growing sector in the processed food industry with market size estimated to reach US \$37.2 billion at a CAGR of 7.1% between 2014 and 2020. The frozen bakery food is fuelled by hectic schedules and increasing consumer preference for nutrition enabled baked goods. Frozen bakery accounts for 8% of the total frozen food market. Food additives are added to improve the shelf life and enhance the freshness of the product. Increased used by manufacturers is driving the frozen bakery additives market, without which it is not possible to meet the requirements of quality, nutrition, convenience and new product developments.



The global market for frozen bakery additives is expected to reach US \$ 1.7 billion by 2020 with a growing CAGR of 6.9% from 2014 to 2020. The global frozen bakery additives market is driven by increasing consumer demand for processed foods, convenience foods and bakery products. The busy schedules of the urbanized consumer have made him look for reasonably priced frozen bakery foods combined with nutritional content, thus driving the frozen bakery additives demand.

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Bakery products are a staple diet in westernized countries and the increasing consumption among the affluent middle class in developing countries are further increasing their requirement of quality which is a driver for the frozen bakery additives market. In the frozen bakery additives market, Europe is the largest market followed by North America. The growth in North America is mainly due to changing lifestyles and high demand for processed foods. Europe is estimated to grow at a CAGR of 6.5% from 2014 to 2020.

The frozen bakery additives markets are flourishing in the developed as well as the developing Asia, Latin America and Eastern European countries. Asia-Pacific is projected to see the fastest growth of

7.3% during the period as the region is seeing increased requirement for ready to eat foods due to demographic changes. The frozen bakery additives manufacturers in BRIC nations are restrained by the underdeveloped technological advancements in the manufacturing process. In spite of technological anomalies, the consumer demand is for local products when compared to the premium priced imports from developed markets.

Key Deliverable of the study:

- Market analysis for the Global Frozen Bakery Additives Market, with region specific assessments and competition analysis on global and regional scales.
- Market definition along with overview of drivers, restraints and opportunities.
- Extensively researched competitive landscape section along with list of key companies and their market shares.
- Identification and analysis of the macro and micro factors that affect the Global Frozen Bakery Additives Market on both global and regional scales.

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