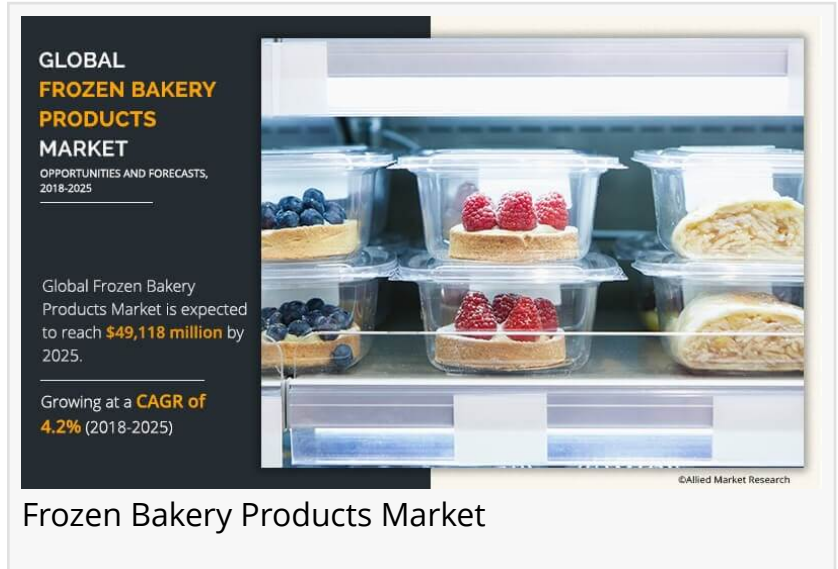


Frozen Bakery Products Market will increase from its value of \$49,118 Million in 2025 ; at steady CAGR of 4.2%

Growing demand for frozen food worldwide as they are nutritionally rich and have longer shelf life, rise in preference for convenience food products

PORTLAND, OR, US, September 28, 2023 /EINPresswire.com/ -- [Frozen Bakery Products Market](#) by Product (Breads, Pizza Crust, Cakes & Pastries, Waffles, Donuts, and Cookies), Source (Corn, Wheat, Barley, and Rye), End Use (Retail, Food Service Industry, and Food Processing Industry), and Distribution Channel (Artisan Baker, Retail, Catering, and Online Channel): Global Opportunity Analysis and Industry Forecast, 2018 - 2025



Frozen Bakery Products Market

The global frozen bakery products market size was valued at \$33,870 million in 2017, and is projected to reach \$49,118 million by 2025, growing at a CAGR of 4.2% from 2018 to 2025. In 2017, the North America sector accounted for nearly 31.34% of the frozen bakery products market share.

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The frozen bakery product manufacturers and research institutions are investing heavily for R&D to introduce new products that cater to the varying needs and requirements of its target customers.”

Allied Market Research

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The global frozen bakery products market is segmented into product type, source, end use, distribution channel, and region. Based on product type, the market is divided into breads, pizza crust, cakes and pastries, waffles, donuts, and cookies. The bread segment accounts for the

highest market share attributable to increase in consumption of frozen breads in UK, Germany, and France. Some of the key players in the market focus on introducing innovative bakery

products that cater to the requirement of its target customers. In terms of source, barley and rye account for highest market share due to increase in demand for raw material among the manufacturers.

Rise in demand for frozen food as they are nutritionally rich and have longer shelf life, increased preference for convenience food products, demand for European bakery products in the Asia Pacific region, growing number of high-end bakery shops in developed countries, and heavy investment in R&D activities to introduce new products drive the growth of the market. However, high operating cost for frozen food products in cold chain process and low water activity and low pH value in frozen bakery products which suggest high possibility of growth of microorganisms in them restrain the growth of the market.

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Frozen food products is one of the largest segments in global food industry. However, in the flow of cold chain for these kinds of products, it incurs higher profit margins from some of the key participants in the supply chain. This includes maintenance cost, transportation cost, infrastructure, and machineries. Thus, this have an adverse effect on the overall price of frozen products which eventually affects the overall volume sales for the product. This in turn restricts the frozen bakery products market growth.

Over the years, there has been a rise in number of workforces in various demographic segments. There has been a gradual adoption of work lifestyle among women. As a result, majority of consumers around the world especially in the developed countries, seek food products that can be prepared easily. Owing to which, various convenient food products witness a significant demand over the past couple of years. This is expected to boost the growth of the market during the forecast period.

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Among product types, the breads segment grabbed more than one-third of the market share in 2017 and would maintain its revenue lead through 2025. This is due to the large-scale application of breads in various food service industry as well as retail sectors. However, the waffles segment would grow at the highest CAGR of 5.4% from 2018 to 2025.

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Leading market players analyzed in the research include General Mills (Pillsbury), Aryzta AG, Grupo Bimbo S.A.B. de C.V., Europastry, S.A., Lantmannen Unibake International, Associated British Foods plc, Flower Foods Inc., TreeHouse Foods, Inc., Dawn Foods Products Inc., and Vandemoortele NV. These market players have adopted various strategies including collaborations, joint ventures, partnerships, expansions, and others to gain a strong position in

the industry.

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The report provides an extensive frozen bakery products market analysis of the current and emerging market trends and opportunities.

The report provides detailed qualitative and quantitative analysis of the current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

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