

Frozen Pastry Market Poised to Grow at 5.9% CAGR, With a Projected to Reach \$4.28 Billion By 2034

Frozen Pastry Manufacturers Benefiting from More People Looking for Quick Breakfast Options in Their Hectic Schedules: Fact.MR Report

ROCKVILLE, MD, UNITED STATES, January 8, 2025 /EINPresswire.com/ -- In a detailed research report recently published by Fact.MR, it has been revealed that the global [Frozen Pastry Market](#) is estimated at a valuation of US\$ 2.42 billion in 2024 and has been projected to advance at a CAGR of 5.9% between 2024 and 2034.



Globally, there is an increasing demand for frozen pastries due to shifting customer tastes and lifestyles. These easy, no-bake desserts are becoming more and more popular as urbanization picks up speed and time becomes more valuable.

Modern freezing techniques have greatly improved the quality of frozen pastries, which now have textures and tastes that are comparable to those of freshly baked items. This development has helped dispel earlier doubts about frozen meals, drawing in even picky customers. International tastes are being eagerly explored by more consumers nowadays, resulting in an increasing global palette. From Middle Eastern baklava to French croissants, frozen pastries provide an easily accessible method to savor a variety of gourmet pleasures at home.

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The market for frozen pastries is positioned for continuing development and growth, appealing to taste buds across cultures and generations, as manufacturers continue to innovate, providing healthier alternatives and sustainable packaging.

Key Takeaways from Frozen Pastry Market Study:

The global frozen pastry market is projected to reach a size of US\$ 4.28 billion by 2034-end. The North American market is forecasted to expand at a CAGR of 6.5% through 2034.

Based on product types, viennoiserie is estimated to account for 19.9% market share in 2024. Sales of plain and filled croissants are projected to rise at a CAGR of 5.7% through 2034.

The market in Canada is foreseen to reach a revenue of US\$ 182.8 million by 2034. The South Korea market is expected to advance at a CAGR of 7.8% between 2024 and 2034.

“Extended shelf life and reduced food wastage will be the primary reasons for the rising popularity of frozen pastries over the coming years,” says Fact.MR analyst.

Leading Players Driving Innovation in the Frozen Pastry Market:

The Key Players in the Frozen Pastry Industry include Aryzta AG; Associated British Foods plc; Bridgford Foods Corporation; Conagra Brands Inc.; Dawn Food Products Inc.; Europastry S.A.; Flowers Foods; General Mills Inc.; Kellogg Company; Lantmännen; TreeHouse Foods Inc.; Vandemoortele.

Country-wise Insights:

Why Are American Frozen Pastry Manufacturers Increasing Their Sales?

The consumption of convenience foods increased, initially in the West and quickly spreading to other parts of the world. Because of their commodity appeal, versatility, nutritional value, and ease of consumption, customers prefer convenience meals. Because they think it takes a lot of time and effort, consumers are spending less time cooking and preparing meals at home as a result of shifting lifestyle habits.

The strong demand for low-fat bakery products is an excellent opportunity for American frozen pastry suppliers to boost their sales prospects. The increased focus on eating healthily has led to a surge in demand for these products nationwide. This trend presents a potential market where frozen pastry manufacturers might capitalize on consumers' shifting preferences.

What Draws Businesses to the Chinese Market?

Frozen bakery products that are not traditional food options are becoming more and more popular. In China, consumers are increasingly favoring products that are enriched with dietary fiber, protein, vitamins, minerals, and probiotics. By providing benefits like improved digestion, higher energy, and overall well-being—all of which have recently gained popularity in the nation—these practical elements satisfy the demands of today's health-conscious consumers.

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Smart Packaging Improving Logistics and Providing Better Customer Service

Global sales of frozen pastries are being driven by a surge of innovations. Modern flash-freezing methods are much better at maintaining the flavor and texture of pastries, making prepared delicacies almost identical to those that are freshly cooked. Manufacturers are introducing new formulas with whole grains, less sugar, and natural ingredients in response to health-conscious consumers. Offerings that are vegan and gluten-free are growing, meeting a wide range of dietary requirements and tastes.

Innovative smart packaging solutions provide handy portion-controlled alternatives, preserving food quality, and increase product shelf life. Customer experience has been improved by the inclusion of QR codes in certain products, which even give recipe recommendations and preparation tutorials.

Flavors with artisanal and international inspiration are becoming more popular, meeting consumer desire for unusual and exotic tastes. Pastry chefs and food engineers are working together to create premium frozen products that can compete with high-end bakeries. These innovations are increasing market reach, raising sales in both existing and growing markets, and enhancing the quality of the product by making gourmet pastries more accessible to a larger audience.

More Valuable Insights on Offer

Fact.MR, in its new offering, presents an unbiased analysis of the frozen pastry market for 2019 to 2023 and forecast statistics for 2024 to 2034.

The study divulges essential insights into the market based on product type (viennoiserie, plain & filled croissants, plain au chocolat, plains aux raisins, savory items, Danish products, maple pecans, Danish crowns, cinnamon swirls) and distribution channel (artisan bakers, hypermarkets/supermarkets, convenience stores, online, others), across seven major regions of the world (North America, Western Europe, Eastern Europe, East Asia, Latin America, South Asia & Pacific, and MEA).

Explore More Related Studies Published by Fact.MR Research:

[Individual Quick Freeze Fruits Market](#) is expected to reach a valuation of US\$10.4 billion by 2024. It is anticipated that global sales will reach US\$ 18.44 billion by 2034.

[Cherry Concentrate Market](#) was valued at US\$1.03 billion in 2024. By 2034, the market is

expected to have grown at a compound annual growth rate (CAGR) of 4.5% to reach US\$1.6 billion.

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