

Frozen Bread Dough Market Size Worth \$11,530.40 Million by 2033 With CAGR of 4.7%

WILMINGTON, DE, UNITED STATES, February 3, 2025 /EINPresswire.com/ -- The [frozen bread dough market](#) was valued at \$7,310.00 million in 2023 and is estimated to reach \$11,530.40 million by 2033, exhibiting a CAGR of 4.7% from 2024 to 2033.

Rise in demand for convenience foods is a major driver for the frozen bread dough market, influenced by busy

lifestyles and dual-income households. In the U.S., nearly 36% of meals are prepared using convenience food products, reflecting a shift away from traditional cooking. Globally, over 65% of working professionals prefer ready-to-use or semi-prepared food options. Frozen bread dough saves preparation time and reduces wastage, making it a go-to choice for home bakers and foodservice providers. According to the American Frozen Food Institute (AFFI), e-commerce sales for frozen foods increased by 75% from 2019 to 2022, significantly improving the accessibility of these products. These frozen bread dough market trends is particularly pronounced in urban areas, where time constraints drive the demand for quick and consistent solutions.

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However, while frozen bread dough offers convenience, consumer preference for freshly baked goods poses a challenge, particularly in regions with a strong bakery culture. For instance, in Europe, artisanal bread accounts for 60% of total bakery sales, highlighting a strong preference for traditional, locally produced items. Similarly, in the U.S., farmers' markets and small bakeries emphasizing "from-scratch" baked goods have grown by 20% over the past decade. Freshly baked items are often perceived as healthier and more flavorful, creating a competitive edge over frozen options. In addition, consumers in rural or low-income areas may lack access to the cold storage required for frozen dough, further limiting its appeal.

Moreover, emerging markets in Asia-Pacific, Latin America, and Africa present significant growth opportunities for the expansion of frozen bread dough market size. Rapid urbanization, which is expected to witness 2,500 million more people living in cities by 2050, drives demand for



convenient food solutions. In India, bread consumption has grown by 18% annually, while in Brazil, the bakery industry generates over \$20,000 million in revenue annually. Expanding retail chains and modernized cold storage infrastructure are making frozen products more accessible in these regions. In addition, government-backed initiatives to improve food security and reduce post-harvest losses are supporting the development of frozen food supply chains, creating a favorable environment for the frozen bread dough market growth.

The market is segmented on the basis of type, application, and region. By type, the market is divided into conventional and gluten-free. By application, the market is bifurcated into residential and commercial. By region, the market is divided into North America, Europe, Asia-Pacific, and LAMEA.

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By type, the market is segmented into conventional and gluten-free. The conventional segment accounted for a major frozen bread dough market share in the global market in 2023 owing to its wide acceptance and demand for traditional bread products, which appeal to a broad consumer base. Conventional dough offers familiar flavors and textures, which continue to dominate consumer preferences. By application, the market is segmented into commercial and residential. The commercial segment accounted for a major share in the global market in 2023 owing to consistent demand from foodservice industries, such as quick-service restaurants (QSRs) and bakeries. These sectors require high volumes of dough for operational efficiency, consistency, and reduced labor costs.

The major players operating in the market focus on key market strategies, such as mergers, product launches, acquisitions, collaborations, and partnerships. They have also been focusing on strengthening their market reach to maintain their reputation in the ever-competitive market. Some of the key players in the global frozen bread dough market analysis includes J&J Snack Foods Corp., Aryzta AG, Associated British Foods PLC, General Mills Inc., George Weston Limited, Bridgford Foods, Dawn Food Products Inc., Campbell Soup Company, The Cerelia Group, Grupo Bimbo, EDNA international gmbh, Rhodes, groupe le duff, Lantmännen UNIBAKE, Jiangxi Xinwanlai Food Co., Ltd., FLOWER FOODS INC., NamChow, EUROPASTRY S.A., Gonnella, La Rose Noire, Guttenplan's, Rich Products Corp., and Aokun Food.

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Key Findings of the Study

Based on type, the conventional segment dominated the market in 2023, and is expected to retain its dominance throughout the Frozen bread dough market forecast period. By application, the commercial segment was the major shareholder in 2023. Region wise, Europe dominated the frozen bread dough industry.

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