

Mascarpone Cheese Market Set to Expand At a Staggering 4.6% CAGR, Reaching \$1.9 Billion by 2032

Surge in QSRs & fast casual restaurant business augmenting the market growth, an increase in demand for nutritious food, & the rise in demand for organic cheese

WILMINGTON, DE, UNITED STATES, July 9, 2025 /EINPresswire.com/ -- [Mascarpone cheese market size](#) was valued at \$1.3 billion in 2022 and is estimated to reach \$1.9 billion by 2032, witnessing a CAGR of 4.6% during the forecast period.



Mascarpone cheese, known for its ivory hue and rich, creamy consistency, is easily spreadable and has a flavor profile that is mildly sweet and milky with a buttery undertone, due to its high butterfat content—up to 75%. Its texture closely resembles that of freshly made cream cheese. While mascarpone tends to be priced higher than cream cheese in local markets, U.S. brands that produce authentic Italian-style mascarpone are often more expensive compared to those in other countries. Nonetheless, both varieties are widely accessible in supermarkets, dairy retailers, and specialty cheese stores.

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The global mascarpone cheese market is witnessing notable growth, driven by several key factors. The expansion of quick service restaurants (QSRs) and fast-casual dining has significantly contributed to increased demand. Rising consumer interest in nutritious and organic cheese options further supports market expansion. However, the presence of substitute products and widespread counterfeit cheese production pose challenges to growth. On the upside, the emergence of plant-based mascarpone alternatives offers promising opportunities for market development. Additionally, the growing consumption of both gourmet and comfort foods globally has boosted demand for mascarpone cheese. An increasing number of consumers are incorporating flavored mascarpone into home-cooked meals and desserts, contributing to the

rise in residential applications, and thereby fueling market growth.

Originating from Italy, particularly the Lombardy region, mascarpone is a luxurious, velvety cheese made primarily from cow's milk. Its production involves curdling cream using an acidic agent such as lemon juice or vinegar, followed by gentle heating and straining to achieve its signature smooth texture. Its richness and subtle taste make it a highly versatile ingredient, used in both sweet creations like tiramisu and savory dishes like risottos and pasta sauces. Though globally embraced, mascarpone remains a treasured component of traditional Italian cuisine.

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The mascarpone cheese market is segmented on the basis of type, application, distribution channel, and region. By type, the market is bifurcated into flavored and unflavored. By application, the market is classified into food & beverage, food service industry, and retail/household. By distribution channel, the market is categorized into hypermarkets/supermarkets, food specialty stores, convenience stores, and e-commerce. By region, the market is analyzed across North America, Asia-Pacific, Europe, and LAMEA.

Based on region, Europe region held the highest market share in 2022, holding nearly half of the global mascarpone cheese market revenue, and is expected to maintain its dominance throughout the forecast period. Cheese is a popular food ingredient used on a regular basis in the cuisines of various European countries, which is one of the primary factors driving the growth of the mascarpone cheese market in the European region. However, Asia-Pacific would portray the highest CAGR of 5.8% from 2023 to 2032. Due to the increase in the consumption of fast food, influence of western culture in Asian cuisine, rapid urbanization, improvement in logistics, and demand for different ethnic food such as Italian cuisine in the Asian market has led to an increase in the consumption of cheese among millennial which is thereby increasing the demand for cheese in the region.

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Leading Market Players: -

QUALITY CHEESE INC.
VERMONT CREAMERY, LLC.
GRANAROLO S.P.A.
BELGIOIOSO CHEESE INC.
NEWLAT FOOD S.P.A.
FERRARO DAIRY FOODS
CRAVE BROTHERS FARMSTEAD CHEESE LLC.
DAIRY CRAFT
ARTHUR SCHUMAN INC.

DI STEFANO CHEESE

The report provides a detailed analysis of these key players in the global [mascarpone cheese industry](#). These players have adopted various strategies such as collaborations, expansions, new product launches, partnerships, and others to increase their foothold in the market. The report is valuable in highlighting business performance, top market segments, product portfolio, and strategic moves of market players to enhance the competitive scenario.

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