

Sugar free cookies market Trends, Size, Share, Key Players and Segments | Growth to USD 10.3 Billion by 2031

Rising cases of diabetes in countries such as China, India, and Brazil to boost the global sugar free cookies market growth trends.

WILMINGTON, DE, UNITED STATES, October 15, 2025 /EINPresswire.com/ -- The global [sugar free cookies market size](#) generated \$5.5 billion in 2021, and is projected to reach \$10.3 billion by 2031, growing at a CAGR of 6.7% from 2022 to 2031.



The report offers a detailed analysis of the top winning strategies, evolving market trends, market size and estimations, value chain, key investment pockets, drivers & opportunities, competitive landscape, and regional landscape. The report is a useful source of information for new entrants, shareholders, frontrunners, and shareholders in introducing necessary strategies for the future and taking essential steps to significantly strengthen and heighten their position in the market.

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Cookies are one of the most popular snacks consumed by the global population. The global population has become aware regarding the negative health effects of consuming sugar, which has fueled the demand for the sugar free cookies among the population. The rising penetration of bakeries in the developing nations such as India and China is expected to significantly foster the sugar free cookies market growth. Moreover, a rapid increase in the population suffering from various chronic diseases such as diabetes, cardiovascular diseases, obesity, and overweight has significantly fueled the sugar free cookies market demand across the globe. According to the International Diabetes Federation (IDF), around 537 million people aged 20 to 79 years, were living with diabetes all over the globe, in 2021. This number is expected to rise to 643 million by

2030 and approximately 783 million by 2045. Around 75% of the diabetic population lives in low- and middle-income countries. In 2021, 6.7 million deaths were linked to diabetes in the globe. According to the World Health Organization (WHO), in 2021, obesity and being overweight affected almost 60% of the European population. Excess body weight can increase the risk of almost 13 types of cancer in the body. According to the World Health Organization, cardiovascular diseases caused around 32% of the global deaths in 2019 therefore, becoming the leading cause of global deaths. Obesity, being overweight, and diabetes increase the risk of cardiovascular diseases. The rise in prevalence of diabetes and obesity is a major factor behind the surging demand for sugar free cookies.

The significantly rising incidences of diabetes in developing nations such as India, China, and Brazil coupled with the rising popularity of sugar free cookies is expected to drive the demand for sugar free cookies as a healthier snacking option.

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The rise in concerns among the people regarding their physical aesthetics & appearances and growth in expenditure on maintaining body-shape are among the vital factors that are expected to have a positive and significant impact on the growth of the global sugar free cookies market. The consumers' perception regarding sugar free food products is very much positive and they tend to consume sugar free labeled products to serve their craving for delicious snacks along with maintaining their body shape and weight, which boosts the demand for sugar free cookies across the globe.

The report offers a detailed segmentation of the global sugar free cookies market based on product, type, sweetener, nature, and region. The report provides a comprehensive analysis of every segment and their respective sub-segment with the help of graphical and tabular representation. This analysis can essentially help market players, investors, and new entrants in determining and devising strategies based on the fastest-growing segments and highest revenue generation that is mentioned in the report.

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Region-wise, the North American region held the major market share in 2021, holding nearly two-fifths of the global sugar free cookies market share and is expected to maintain its leadership status during the forecast period. However, the Asia-Pacific region is expected to cite the fastest CAGR of 7.7% during the forecast period. The report also analyses other regions such as Europe and LAMEA.

The key players analyzed in the global sugar free cookies market report include Aunt Gussie's Cookies & Crackers, Baker Street, Bisk Farm, Burton's Biscuit Company, Diabliss Consumer Products Pvt, Ltd., Fat Snax, Galletas Gullon, Good Dees, Helwa Wafelbakkerji, Kravour Food Pvt,

Ltd., and Nutri Value, NutroActive, Unibic, Voortman Bakery, and Wellversed.

The report analyzes these key players in the global [sugar free cookies industry](#). These market players have made effective use of strategies such as joint ventures, collaborations, expansion, new product launches, partnerships, and others to maximize their foothold and prowess in the industry. The report is helpful in analyzing recent developments, product portfolio, business performance, and operating segments by prominent players in the market.

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