

# Sourdough Market Insights and Forecast by Application, Industry, Region, and Segment through 2030

*The Business Research Company's Sourdough Global Market Report 2026 – Market Size, Trends, And Forecast 2026-2035*

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/EINPresswire.com/ -- The [sourdough market](#) has been gaining momentum

recently, driven by a renewed interest in artisanal baking and healthier food options. As consumers become more health-conscious and seek out authentic, naturally fermented products, this market is set to experience steady growth in the coming years. Below is a detailed look at the current size, key growth drivers, leading regions, and emerging trends within the sourdough industry.

## Current Size and Projected Growth of the Sourdough Market

The sourdough market has seen impressive expansion and is projected to grow from \$3.11 billion in 2025 to \$3.31 billion in 2026, marking a compound annual growth rate (CAGR) of 6.3%. This growth during previous years has been influenced by a revival of artisanal baking methods, an increase in home baking activities, the rise of specialty bakeries, a stronger consumer preference for natural fermentation, and the availability of a wide array of grain types. Looking ahead, the market is expected to reach \$4.25 billion by 2030, sustaining a CAGR of 6.4%. Factors fueling this future growth include rising demand for functional bakery products, heightened attention to digestive health, growing consumption of premium baked goods, an increased focus on clean-label ingredients, and continuous innovation in specialty sourdough varieties. Key trends shaping the market involve a preference for artisanal and traditional breads, a surge in demand for naturally fermented items, a growing interest in gut-friendly food options, expansion of gluten-free and specialty sourdough, and an emphasis on authentic flavor profiles.

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Understanding Sourdough and Its Role in Baking



Sourdough is a natural bread leavening agent that depends on wild yeast and lactic acid bacteria to ferment the dough. Through this natural fermentation process involving flour and water, sourdough produces bread with distinctive flavor and texture. This traditional method has gained traction as consumers look for more wholesome and flavorful alternatives to regular bread.

#### Health Awareness as a Key Growth Driver in the Sourdough Market

One of the primary forces behind the sourdough market's growth is the increasing health awareness among consumers. More individuals are focusing on maintaining and improving their overall well-being, and sourdough bread, being fermented, is often seen as a healthier choice compared to standard bread options. Its potential benefits for digestion and lower glycemic index make it appealing to health-conscious buyers.

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Supporting this, a May 2023 report from the International Food Information Council (IFIC), a US nonprofit specializing in food and health research, revealed that 52% of American adults reported following specific diets or eating patterns in 2023. Among baby boomers, this number rose from 29% in 2022 to 41% in 2023. Popular dietary approaches included high-protein diets (18%), mindful eating (17%), calorie counting (12%), clean eating (12%), and intermittent fasting (12%). These statistics highlight the growing consumer focus on health, which is a significant factor driving the demand for sourdough products.

#### Regional Outlook for the Sourdough Market

In 2025, Europe accounted for the largest share of the sourdough market. However, Asia Pacific is projected to emerge as the fastest-growing region during the forecast period. The market analysis encompasses regions such as Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, and the Middle East and Africa, providing a comprehensive view of global market dynamics.

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