

Cookies Market to Reach US\$ 28.14 Billion by 2035 as Premiumization, Health-Focused Innovation, & Retail Networks Demand

PUNE, MAHARASHTRA, INDIA, June 16, 2026 /EINPresswire.com/ -- The global cookies market is entering a transformative growth phase, driven by evolving consumer snacking habits, rising demand for [premium baked products](#), and continuous innovation in healthier formulations. According to data published by Market Research Future (MRFR), the global Cookies Market was valued at USD 17.53 billion in 2025 and is projected to grow from USD 18.43 billion in 2026 to USD 28.14 billion by 2035, registering a CAGR of 5.12% during the forecast period. The industry continues to benefit from increasing consumption of convenient snack foods, expanding urban populations, and the growing popularity of indulgent yet functional bakery products.



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Cookies remain among the most widely consumed packaged bakery products worldwide due to their convenience, affordability, variety of flavors, and suitability for all age groups. Manufacturers are increasingly focusing on premium ingredients, clean-label formulations, plant-based alternatives, and reduced-sugar offerings to align with shifting consumer preferences. As a result, the market is witnessing a wave of innovation across product categories, packaging formats, and distribution channels.

Market Overview:

The cookies industry has evolved significantly from traditional butter and plain varieties to a diverse portfolio that includes sandwich cookies, molded cookies, bar cookies, protein-enriched variants, vegan alternatives, and gluten-free products. Consumer demand for indulgent snacking experiences remains strong; however, health-conscious purchasing decisions are encouraging manufacturers to develop products that balance taste with nutritional value.

The market's growth trajectory is further supported by increasing disposable incomes in

emerging economies, rising penetration of organized retail, and expanding e-commerce channels. In addition, advancements in manufacturing technologies and investments in sustainable production processes are enabling companies to improve operational efficiency while addressing environmental concerns.

Latest Trends Transforming the Cookies Market:

1. Premium and Gourmet Cookie Innovations

One of the most influential trends in the market is the growing demand for premium cookies. Consumers are increasingly willing to pay more for products featuring high-quality ingredients, artisanal recipes, unique flavors, and enhanced textures. Premium soft-baked cookies, chocolate-infused variants, and specialty indulgent products are gaining widespread popularity across developed and developing markets alike.

2. Rising Popularity of Health-Oriented Formulations

Health-conscious consumers are actively seeking cookies with reduced sugar content, higher fiber levels, plant-based ingredients, and added nutritional benefits. This trend has accelerated the development of products incorporating oats, whole grains, prebiotics, alternative sweeteners, and protein-rich ingredients. Manufacturers are increasingly introducing formulations that deliver both indulgence and wellness benefits.

3. Growth of Plant-Based and Vegan Cookies

The rapid adoption of plant-based lifestyles is driving innovation in vegan cookies. Brands are replacing traditional dairy ingredients with alternatives such as oat-based ingredients and plant-derived components while maintaining desirable taste and texture profiles. This trend is attracting a broader consumer base beyond strictly vegan populations.

4. Clean Label and Transparency Initiatives

Consumers are paying closer attention to ingredient labels and sourcing practices. As a result, cookie manufacturers are emphasizing transparency, natural ingredients, and simplified formulations. Clean-label claims are becoming increasingly important purchasing factors across multiple demographics.

5. Digital Retail Expansion

Online retail channels are reshaping purchasing behavior in the bakery segment. Consumers appreciate the convenience of home delivery, access to premium products, and subscription-based purchasing models. E-commerce growth is expected to remain a major contributor to future market expansion.

6. Sustainable Packaging Solutions

Environmental concerns are encouraging manufacturers to adopt recyclable, lightweight, and eco-friendly packaging materials. Sustainability initiatives are becoming an important differentiator for leading brands seeking to strengthen consumer trust and meet evolving regulatory requirements.

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Key Market Drivers:

1. Expanding Global Snacking Culture

The growing preference for convenient, ready-to-eat snacks remains one of the strongest growth drivers for the cookies market. Busy lifestyles, changing work patterns, and increasing urbanization have significantly increased demand for portable snack products that can be consumed throughout the day.

2. Rising Disposable Income Levels

Growing purchasing power in emerging economies is enabling consumers to spend more on packaged bakery products and premium snack categories. The expanding middle-class population in countries such as India and China continues to create substantial growth opportunities for cookie manufacturers.

3. Product Diversification and Innovation

Continuous innovation in flavors, ingredients, textures, and packaging formats is helping companies attract new consumers while retaining existing customers. Limited-edition offerings, seasonal products, and premium formulations contribute significantly to market growth.

4. Regulatory Push Toward Healthier Products

Food labeling regulations and nutritional guidelines are encouraging manufacturers to reformulate products with reduced sodium, lower sugar content, and healthier ingredients. These regulatory developments are accelerating innovation and supporting long-term market expansion.

5. Growth in Organized Retail

The rapid expansion of supermarkets, hypermarkets, and convenience store chains has enhanced product visibility and accessibility. Organized retail continues to play a critical role in

increasing consumer exposure to diverse cookie brands and product categories.

Emerging Opportunities in the Cookies Industry:

1. Functional Cookies Segment

Functional foods represent a significant opportunity for manufacturers. Cookies enriched with protein, fiber, vitamins, minerals, and digestive health ingredients are attracting health-conscious consumers looking for convenient nutrition solutions.

2. Expansion in Emerging Markets

Developing economies across Asia-Pacific, South America, and parts of Africa offer substantial untapped potential. Rising urbanization, evolving dietary patterns, and expanding retail infrastructure are expected to drive sustained demand growth.

3. Personalized and Premium Products

Customization and premiumization are emerging as powerful market opportunities. Consumers increasingly seek unique flavor combinations, limited-edition offerings, and personalized snack experiences that differentiate products from conventional alternatives.

4. Sustainable Manufacturing Practices

Investments in energy-efficient production technologies, sustainable ingredient sourcing, and environmentally responsible packaging can help companies enhance brand reputation while meeting regulatory and consumer expectations.

Segment Analysis:

1. By Product Type

Butter/Shortbread & Plain: This segment continues to maintain a significant market share due to its broad consumer appeal, traditional positioning, and widespread availability across global markets. Established consumption habits and strong brand recognition contribute to its sustained demand.

Bar cookies are gaining popularity among consumers seeking convenient snack formats. Their versatility and ability to incorporate diverse ingredients make them attractive to manufacturers and consumers alike.

Molded and drop cookies continue to experience strong demand owing to their variety of textures, flavors, and premium positioning. Product innovations within this category are driving

consumer interest.

Sandwich cookies remain a major revenue contributor due to their indulgent appeal and ability to support flavor innovation through cream fillings and specialty ingredients.

2. By Category

The conventional category currently dominates the market due to its widespread availability, established consumer base, and competitive pricing structure.

The free-from segment is witnessing rapid growth as consumers increasingly seek gluten-free, allergen-friendly, and health-oriented bakery products. Rising awareness regarding dietary sensitivities continues to support this segment's expansion.

3. By Distribution Channel

Hypermarkets & Supermarkets: This segment accounts for a substantial share of global sales due to extensive product selection, promotional activities, and high consumer footfall.

Convenience stores remain an important channel for impulse purchases and immediate consumption occasions.

Online retail represents one of the fastest-growing distribution channels. Digital commerce platforms provide access to broader product assortments, premium brands, and direct-to-consumer offerings.

4. By Packaging Format

Pouches and sachets continue to gain popularity because of their portability, affordability, and suitability for single-serve consumption. Carton packaging remains important for premium and family-sized product offerings.

Regional Analysis:

1. Europe: The Largest Regional Market

Europe represents the largest regional market, accounting for approximately 32.1% of global revenue in 2025. The region benefits from strong bakery traditions, mature retail infrastructure, and widespread consumer acceptance of premium cookie products. Countries such as Germany and the United Kingdom remain key contributors due to well-established private-label ecosystems and consistent demand for packaged bakery products.

2. Asia-Pacific: Rapid Consumption Growth

Asia-Pacific holds approximately 26.4% of the global market and continues to experience strong growth driven by expanding middle-class populations, increasing disposable incomes, and evolving snacking preferences. China and India are particularly important growth engines due to rising urbanization and growing demand for packaged convenience foods.

3. North America: Strong Innovation Hub

North America remains a significant market characterized by premium product innovation, health-focused formulations, and high consumer spending on snack foods. The region's advanced retail infrastructure and growing demand for functional snacks continue to support market growth.

4. South America: Fastest-Growing Region

South America is projected to record the fastest CAGR of approximately 7.18% through 2035. Growth is being fueled by expanding organized retail networks, increasing urbanization, and improving economic conditions in major countries such as Brazil and Argentina.

5. Middle East & Africa

The Middle East and Africa region is witnessing steady market development supported by changing dietary habits, population growth, and increasing penetration of international food brands.

Top Company Profiles:

Nestlé maintains a strong presence in the global bakery and snack foods sector through its extensive product portfolio, innovation capabilities, and global distribution network. The company continues to invest in healthier formulations and premium product development.

Mondelēz International remains one of the leading players in the global cookies industry. The company has made substantial investments in modernizing manufacturing facilities and improving production efficiency while expanding its portfolio of premium and health-oriented products.

Kellogg leverages its strong brand equity and extensive distribution capabilities to maintain a competitive position in the cookies segment. Product innovation and strategic partnerships remain central to its growth strategy.

Campbell Soup Company continues to strengthen its bakery and snack product portfolio through innovation, brand development, and targeted market expansion initiatives.

General Mills focuses on premium snack offerings, clean-label products, and consumer-driven innovation to address changing market demands.

Grupo Bimbo's extensive bakery expertise and international footprint position the company as an influential participant in the cookies market. The company continues to expand product offerings and distribution capabilities.

Britannia remains a leading bakery products manufacturer with a strong presence in emerging markets. Continuous product innovation and extensive retail penetration support its market position.

Ferrero leverages its expertise in confectionery and premium snacks to develop innovative cookie products that appeal to consumers seeking indulgent experiences.

ITC continues to strengthen its position through premium product launches, flavor innovation, and expansion across retail channels.

United Biscuits remains a recognized participant in the global cookies market, benefiting from established brands, extensive distribution, and ongoing product development initiatives.

Recent Developments:

January 2024: Mondelez International announced an investment of approximately USD 1.2 billion to modernize its biscuit manufacturing operations. The initiative includes the adoption of AI-enabled baking technologies aimed at improving production efficiency and reducing energy consumption across facilities.

March 2024: Nestlé expanded its cookie product portfolio with new offerings featuring reduced sugar content and plant-based ingredients. The launch was designed to address increasing consumer demand for healthier snack alternatives while maintaining taste and quality.

May 2024: Kellogg introduced a new range of protein-enriched cookies targeted at health-conscious consumers seeking convenient snacks with added nutritional value. The product line reflects the growing popularity of functional bakery products.

July 2024: Grupo Bimbo strengthened its position in the premium cookies category through the launch of artisan-style products made with high-quality ingredients and distinctive flavor combinations, catering to consumers looking for indulgent snacking experiences.

September 2024: Campbell Soup Company unveiled a series of gluten-free cookie products to meet the needs of consumers with dietary restrictions and those increasingly choosing free-from food options.

November 2024: General Mills expanded its cookie portfolio with products featuring organic ingredients and clean-label formulations, supporting the industry's shift toward transparency and natural ingredient sourcing.

Competitive Landscape:

The cookies market remains highly competitive, characterized by continuous product innovation, strategic investments, brand expansion, and growing emphasis on health-conscious offerings. Leading companies are focusing on premiumization, sustainable packaging, digital retail expansion, and advanced manufacturing technologies to strengthen market positions.

Companies are also leveraging mergers, acquisitions, partnerships, and capacity expansions to broaden their geographic presence and diversify product portfolios. The growing importance of clean-label ingredients, functional nutrition, and environmentally responsible production practices is expected to shape future competitive strategies across the industry.

Future Outlook:

The global cookies market is poised for sustained growth through 2035, supported by changing consumer lifestyles, expanding snacking occasions, and increasing demand for innovative bakery products. The industry's future will be shaped by premiumization, health-oriented formulations, digital retail growth, and sustainable manufacturing practices.

As consumers continue seeking products that combine indulgence with nutritional benefits, manufacturers capable of delivering transparency, quality, and innovation will be best positioned to capitalize on emerging opportunities. With strong momentum across both mature and emerging economies, the global cookies market is expected to remain an attractive segment within the broader packaged food industry, reaching an estimated value of USD 28.14 billion by 2035.

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