

# Frozen Bread Dough Market By Type (Conventional, Gluten-free), By Application (Residential, Commercial): Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/FDB4EA51A460EN.html>

Date: December 2024

Pages: 282

Price: US\$ 2,439.00 (Single User License)

ID: FDB4EA51A460EN

## Abstracts

### Frozen Bread Dough Market

The frozen bread dough market was valued at \$7,310.00 billion in 2023 and is estimated to reach \$11,530.40 billion by 2033, exhibiting a CAGR of 4.7% from 2024 to 2033.

Frozen bread dough is a regular mix of flour and liquid that undergoes freezing before the proofing and baking processes of bread making. The dough undergoes a quick freeze at temperatures below  $-30^{\circ}\text{C}$ , preparing it to be stored at below  $-18^{\circ}\text{C}$  for 3–6 months. It serves as a convenient solution for individuals to bake bread without undergoing the hassle of beginning from scratch. Frozen bread dough is witnessing high traction in the baking industry due to the fast-paced lifestyles of individuals, allowing them to consume freshly baked goods in short durations.

Rise in demand for convenience foods due to the diligent lifestyles of individuals is a key driver of the frozen bread dough market. In addition, increase in the popularity of artisanal and specialty breads has propelled the growth of the market as frozen doughs allow individuals to consume fresh goods at reasonable prices from the comfort of their homes. Furthermore, upsurge in the use of e-commerce websites for the purchase of groceries and eatables augments the market development significantly. To improve the quality of bread and enhance the efficiency of the process, the use of innovative technologies for dough preparation is currently trending. For instance, a novel technology called ion-ozone cavitation is gaining prominence for increasing the acidity

of the dough through the reduction or elimination of yeast additives.

However, concerns regarding the health benefits and nutritional content of frozen eatables deter a large base of individuals from consuming them, hampering the development of the frozen bread dough market. Moreover, compliance with the stringent health safety and clean labeling standards is an expensive & time-consuming process. This limits the entry of new players and restrains the market growth. On the contrary, collaborations or mergers with restaurants, cafes, and quick-service restaurants are projected to present lucrative opportunities for the frozen bread dough market. For instance, an article published in the QSR magazine—a B2B magazine for the limited-service restaurant segment—states that quick-service restaurants have significantly been involved in mergers & acquisitions post the COVID-19 pandemic to grow their profitability. In 2024, these restaurants have crossed the mark of \$9.6 billion, which is a 10% year-over-year increase from 2023. Therefore, collaboration with food service chains is poised to open new avenues for the frozen bread dough market.

## Segment Review

The frozen bread dough market is segmented into type, application, and region. By type, the market is bifurcated into conventional and gluten-free. Depending on application, it is divided into residential and commercial. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

By type, the conventional segment held a high share of the market in 2023.

Depending on application, the commercial segment acquired a high stake in the market in 2023.

Region wise, Europe was the highest revenue generator in 2023.

## Competition Analysis

The leading players operating in the frozen bread dough market are J&J Snack Foods Corp., Aryazta AG, Associated British Foods PLC, General Mills Inc., George Weston Limited, Bridgford Foods, Dawn Food Products Inc., Campbell Soup Company, The Cerelia Group, and Grupo Bimbo. These major players have adopted various key development strategies such as mergers, product launches, acquisitions, collaborations,

and partnerships to strengthen their foothold in the competitive market.

### Key Benefits for Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the frozen bread dough market analysis from 2023 to 2033 to identify the prevailing frozen bread dough market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the frozen bread dough market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global frozen bread dough market trends, key players, market segments, application areas, and market growth strategies.

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Consumer Buying Behavior Analysis

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Pain Point Analysis

Patient/epidemiology data at country, region, global level

Regulatory Guidelines

Strategic Recommendations

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

Per Capita Consumption Trends

SWOT Analysis

Volume Market Size and Forecast

## Key Market Segments

### By Type

Conventional

Gluten-free

### By Application

Residential

Commercial

### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa,

Saudi Arabia

Argentina

Rest of LAMEA

Key Market Players

Guttenplan's

EDNA International GmbH

groupe le duff

Gonnella Baking Company

Flower Foods Inc.

General Mills, Inc.

EUROPASTRY S.A.

Aokun Food

Campbell Soup Company

Lantmannen Unibake

J&J Snack Foods Corp.

ARYZTA AG

Associated British Foods PLC

George Weston Limited

Dawn Food Products Inc.

Rhodes

Cerelia

NamChow

La Rose Noire

Bridgford Foods Corporation

Jiangxi Xinwanlai Food Co., Ltd.

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