

# **Global frozen bakery products market Size study with COVID Impact, Based on Type (Breads, Pizza, Crusts, Cakes & Pastries, waffles, biscuits, cookies, bagels, pretzels, and donuts); Based on Distribution Channel (Artisan Bakers, Retail, Catering & Industrial) Based on Technology (Raw Products, Ready-to-Bake, Ready Baked & Frozen) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global frozen bakery products market is valued approximately at USD 3.7 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 4.2% over the forecast period 2020-2027. The market for frozen bakery products comprises of bread, cakes, pastries, and donuts made from corn, rice, wheat, barley, oats, and rye. These are rich in nutrition and taste, have a comparatively longer shelf life and are suitable for use, which drives demand for these products in the market. Increasing the demand for frozen bakery products is boosting market demand for these products. . The global capacity of refrigerated warehouses increased to 616 million cubic meters (m3) in 2018, from 552 million cubic meters (m3) in 2014, according to the International Association of Refrigerated Warehouses (IARW), a core partner of the Global Cold Chain Alliance (GCCA). Increasing numbers of retail outlets selling the product in emerging economies coupled with attractive advertising and marketing will also indicate demand for luxury food items like that. Preference for conventional and freshly baked products and volatility in raw materials prices are restraining factors. In the emerging markets, the market potential for frozen bakery products is huge, where consumer demand for healthy baked goods products is increasing due to a growing health consciousness can be the opportunity factors

The regional analysis of global frozen bakery products market is considered for the key

regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is a mature and homogenous market in highly penetrated frozen bakery products. The European market is experiencing growth due to a good economic situation and a rise in launches of products that meet consumer demand. The market for frozen bakery products in North America is expected to witness strong growth due to increased awareness of the health benefits associated with consuming various types of frozen foods.

Major market player included in this report are:

General Mills,  
Aryzta AG,  
Grupo Bimbo S.A.B. de C.V.,  
Europastry,  
Lantmannen Unibake International,  
Associated British Foods plc,  
Flower Foods Inc.,  
TreeHouse Foods, Inc.,  
Dawn Foods Products Inc., and  
Vandemoortele NV.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

Based on Type,

Breads

Pizza Crusts

Cakes & Pastries

Others (waffles, biscuits, cookies, bagels, pretzels, and donuts )

Based on Distribution Channel,

Artisan Bakers

Retail

Catering & Industrial

Based on Technology,  
Raw Products  
Ready-to-Bake  
Ready Baked & Frozen

By Region:  
North America  
U.S.  
Canada  
Europe  
UK  
Germany  
Asia Pacific  
China  
India  
Japan  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2026

Target Audience of the Global Residential Energy Management Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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Grupo Bimbo S.A.B. de C.V.,  
Europastry,  
Lantmannen Unibake International,  
Associated British Foods plc,  
Flower Foods Inc.,  
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Dawn Foods Products Inc., and  
Vandemoortele NV.

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