

Global Macarons Market Size Study & Forecast, by Type (Basic, Chocolate, Lemon, Vanilla, Others), by Distribution Channel (Supermarkets/Hypermarkets, Independent Stores, Online Channel, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Macarons Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Macarons are delicate and delicious pastries that are made with almond flour, egg whites, and powdered sugar. These desserts are renowned for having a soft, chewy interior and a smooth, crisp surface. Each mouthful of macaron is often infused with a different flavor due to the use of fillings like ganache, buttercream, or jam. Macrons are popular desert in France and other parts of Europe, and in recent years, have also become popular in the U.S. These deserts are often become more popular among consumers due to the recent shift in customer taste and preference. In addition, the change in consumer taste & preference has made them willingly experiment with new flavors and varieties in macrons. The shift in consumer preference towards personalized deserts, along with growing innovation and flavor diversity are the few factors that propel the expansion of macron market across the globe.

The Macarons Market is expanding because of factors such as the innovation in product ingredients and rising consumer demand for high-quality, indulgent sweet treats. In addition, the growing food consumption, along with rising interest in artisanal and gourmet foods are acting as a catalyzing factor for market growth across the globe. Increased food consumption plays a significant role in driving the demand for macarons, due to evolving patterns of food consumption as well as consumers seeks unique and indulgent food experience. Further, the combination of evolving food preferences, dessert culture, special occasions, disposable income levels, and exposure to

international culinary experiences all contribute to the change in food consumption, which further drives the demand for macarons market. According to Statista, the volume of global food consumption has been ever-increasing since 2015. In 2021, the global food consumption account for 2.5 billion metric tones. While, sweaters and spreads account for almost 3% portion of the global food consumption in 2021, with volume of 77.09 metric tones. Thus, these aforementioned factors are propelling the growth of the Macarons Market during the estimated period. Moreover, the increased availability on online sales and e-commerce distribution channel, as well as the growing focus of consumers in changing dietary habits and health-consciousness present various lucrative opportunities over the forecasting years. However, the increased seasonality and market demand fluctuations and the growing competition from other desserts are challenging the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Macarons Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe is dominated the market in 2022, owing to the surging demand for convenience foods, increasing innovation and new flavor variations in macarons, and growing food tourism in the region. Whereas, Asia Pacific is expected to grow at the highest CAGR over the forecasting years. Growing demand for innovative vegan food products, increasing food tourism, and rising disposable income of individuals are significantly propelling the market demand across the region.

Major market players included in this report are:

Laduree
Chantal Guillon
Dana's Bakery
Dalloyau
Pierre Herme Paris
Jean-Paul-Hevin
Jouer
La Maison du Chocolat
Olivia Macaron
RICHART

Recent Developments in the Market:

In September 2021, France-based Laduree outlet is opened in India, franchised by Delhi-based real estate developers CK Israni Group, which is expected to increase market competitiveness in terms of macarons demand and other deserts in Indian food

market.

In March 2022, Chantal Guillon, a San Francisco-based macarons producer, introduced a new Vegan macarons made with the EVERY EggWhite. It is now easier for vegans to enjoy the popular European dish due to the vegan egg white from EVERY Co., expanding the product portfolio in the business lines of macarons.

Global Macarons Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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:

By Type:

Basic

Chocolate

Lemon

Vanilla

Others

By Distribution Channel:

Supermarkets/Hypermarkets

Independent Stores

Online Channel
Others

By Region:

North America
U.S.
Canada

Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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