

Global Marshmallow Market Size study, by Type (Flavoured, Plain), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, Others) and Regional Forecasts 2021-2027

<https://marketpublishers.com/r/G9ED84A4A804EN.html>

Date: January 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G9ED84A4A804EN

Abstracts

Global Marshmallow Market is valued approximately at xxx billion in 2020 and is anticipated to grow with a healthy growth rate of more than xxx over the forecast period 2021-2027. Marshmallows are one of the most famous confectioneries among the children as well as adults. Marshmallow are made of sugar, water and gelatin. Rising demand for candies and other food products among children serve as a driving factor for the market. Marshmallows are also used as a dressing in different items such as ice cream, cakes, shakes and other food items which serves as another factor driving the market. Due to changing preference of customer, manufacturers are introducing different varieties of marshmallow which is boosting the demand for marshmallow. For instance, according to nutritional outlook, manufacturers have introduced a variety of flavors, including banana, strawberry, coffee, gingerbread, and others. Americans are the prominent consumers of marshmallows. According to experts, Americans buy marshmallow more than 90 million pounds annually. According to an article by FOOD TECHNOLOGY MAGAZINE, In February 2016, soured marshmallow was introduced in different flavors in the market which attracted consumers. However, presence of high amount of sugar in the product impedes the growth of the market over the forecast period of 2021-2027. Also, increase in consumer demand for innovative food products is likely to increase the market growth during the forecast period.

The regional analysis of global Marshmallow Market is includes key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to the

increased demand for low-fat, vegan marshmallows. Whereas, Europe is also anticipated to exhibit highest growth rate over the forecast period 2021-2027. Factors such as easy availability of marshmallows and growing popularity of the product would create lucrative growth prospects for the Marshmallow Market across Asia-Pacific region.

Major market player included in this report are:

H.J. Heinz Company Brands LLC
Doumack Inc
Just born
Chicago Vegan Foods
Riverdale Confectionery Industry, Inc.
Mr mallo
The Naked Marshmallow Co
The Marshmallowist
Cloud Nine Marshmallows
VAN VLIET

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:

By Type:

Flavoured
Plain

By Ownership:

Supermarkets and Hypermarkets
Convenience Stores
Online Retail
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
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Marshmallow 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

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. Marshmallow Market, by region, 2019-2027 (USD Billion)
 - 1.2.2. Marshmallow Market, by Type, 2019-2027 (USD Billion)
 - 1.2.3. Marshmallow Market, by Distribution Channel, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL MARSHMALLOW MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL MARSHMALLOW MARKET DYNAMICS

- 3.1. Marshmallow Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing demand among children
 - 3.1.1.2. Increasing demand in food industry
 - 3.1.2. Market Challenges
 - 3.1.2.1. Presence of high sugar in marshmallow
 - 3.1.2.2. Worst side effects due to high consumption
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Increasing popularity for innovative product
 - 3.1.3.2. Increasing application in bakery

CHAPTER 4. GLOBAL MARSHMALLOW MARKET: INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economic
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL MARSHMALLOW MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Marshmallow Market by Type, Performance - Potential Analysis
- 5.3. Global Marshmallow Market Estimates & Forecasts by Type 2018-2027 (USD Billion)
- 5.4. Marshmallow Market, Sub Segment Analysis
 - 5.4.1. Flavoured
 - 5.4.2. Plain

CHAPTER 6. GLOBAL MARSHMALLOW MARKET, BY DISTRIBUTION CHANNEL

- 6.1. Market Snapshot
- 6.2. Global Marshmallow Market by Distribution Channel, Performance - Potential Analysis
- 6.3. Global Marshmallow Market Estimates & Forecasts by Distribution Channel 2018-2027 (USD Billion)
- 6.4. Marshmallow Market, Sub Segment Analysis
 - 6.4.1. Supermarkets and Hypermarkets
 - 6.4.2. Convenience Stores
 - 6.4.3. Online Retail
 - 6.4.4. Others

CHAPTER 7. GLOBAL MARSHMALLOW MARKET, REGIONAL ANALYSIS

- 7.1. Marshmallow Market, Regional Market Snapshot

- 7.2. North America Marshmallow Market
 - 7.2.1. U.S. Marshmallow Market
 - 7.2.1.1. Type breakdown estimates & forecasts, 2018-2027
 - 7.2.1.2. Distribution Channel breakdown estimates & forecasts, 2018-2027
 - 7.2.2. Canada Marshmallow Market
- 7.3. Europe Marshmallow Market Snapshot
 - 7.3.1. U.K. Marshmallow Market
 - 7.3.2. Germany Marshmallow Market
 - 7.3.3. France Marshmallow Market
 - 7.3.4. Spain Marshmallow Market
 - 7.3.5. Italy Marshmallow Market
 - 7.3.6. Rest of Europe Marshmallow Market
- 7.4. Asia-Pacific Marshmallow Market Snapshot
 - 7.4.1. China Marshmallow Market
 - 7.4.2. India Marshmallow Market
 - 7.4.3. Japan Marshmallow Market
 - 7.4.4. Australia Marshmallow Market
 - 7.4.5. South Korea Marshmallow Market
 - 7.4.6. Rest of Asia Pacific Marshmallow Market
- 7.5. Latin America Marshmallow Market Snapshot
 - 7.5.1. Brazil Marshmallow Market
 - 7.5.2. Mexico Marshmallow Market
- 7.6. Rest of The World Marshmallow Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. Company Profiles
 - 8.2.1. H.J. Heinz Company Brands LLC
 - 8.2.1.1. Key Information
 - 8.2.1.2. Overview
 - 8.2.1.3. Financial (Subject to Data Availability)
 - 8.2.1.4. Product Summary
 - 8.2.1.5. Recent Developments
 - 8.2.2. Doumack Inc
 - 8.2.3. Just born
 - 8.2.4. Chicago Vegan Foods
 - 8.2.5. Riverdale Confectionery Industry, Inc.
 - 8.2.6. Mr mallo

- 8.2.7. The Naked Marshmallow Co
- 8.2.8. The Marshmallowist
- 8.2.9. Cloud Nine Marshmallows
- 8.2.10. VAN VLIET

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process
 - 9.1.1. Data Mining
 - 9.1.2. Analysis
 - 9.1.3. Market Estimation
 - 9.1.4. Validation
 - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Marshmallow Market, report scope

TABLE 2. Global Marshmallow Market estimates & forecasts by region 2018-2027 (USD Billion)

TABLE 3. Global Marshmallow Market estimates & forecasts by Type 2018-2027 (USD Billion)

TABLE 4. Global Marshmallow Market estimates & forecasts by Distribution Channel 2018-2027 (USD Billion)

TABLE 5. Global Marshmallow Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 6. Global Marshmallow Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 7. Global Marshmallow Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global Marshmallow Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global Marshmallow Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global Marshmallow Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global Marshmallow Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global Marshmallow Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global Marshmallow Market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global Marshmallow Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. U.S. Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. U.S. Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 17. U.S. Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 18. Canada Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 19. Canada Marshmallow Market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 20. Canada Marshmallow Market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 21. UK Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 22. UK Marshmallow Market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 23. UK Marshmallow Market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 24. Germany Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 25. Germany Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. Germany Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 27. RoE Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 28. RoE Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. RoE Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 30. China Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 31. China Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. China Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 33. India Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 34. India Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. India Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 36. Japan Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 37. Japan Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Japan Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 39. RoAPAC Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 40. RoAPAC Marshmallow Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. RoAPAC Marshmallow Market estimates & forecasts by segment 2018-2027

(USD Billion)

TABLE 42. Brazil Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 43. Brazil Marshmallow Market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 44. Brazil Marshmallow Market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 45. Mexico Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 46. Mexico Marshmallow Market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 47. Mexico Marshmallow Market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 48. RoLA Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 49. RoLA Marshmallow Market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 50. RoLA Marshmallow Market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 51. Row Marshmallow Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 52. Row Marshmallow Market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 53. Row Marshmallow Market estimates & forecasts by segment 2018-2027
(USD Billion)

TABLE 54. List of secondary sources, used in the study of global Marshmallow Market

TABLE 55. List of primary sources, used in the study of global Marshmallow Market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Marshmallow Market, research methodology
- FIG 2. Global Marshmallow Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Marshmallow Market, key trends 2020
- FIG 5. Global Marshmallow Market, growth prospects 2021-2027
- FIG 6. Global Marshmallow Market, porters 5 force model
- FIG 7. Global Marshmallow Market, pest analysis
- FIG 8. Global Marshmallow Market, value chain analysis
- FIG 9. Global Marshmallow Market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Marshmallow Market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Marshmallow Market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Marshmallow Market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Marshmallow Market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Marshmallow Market, regional snapshot 2018 & 2027
- FIG 15. North America Marshmallow Market 2018 & 2027 (USD Billion)
- FIG 16. Europe Marshmallow Market 2018 & 2027 (USD Billion)
- FIG 17. Asia pacific Marshmallow Market 2018 & 2027 (USD Billion)
- FIG 18. Latin America Marshmallow Market 2018 & 2027 (USD Billion)
- FIG 19. Global Marshmallow Market, company market share analysis (2020)

I would like to order

Product name: Global Marshmallow Market Size study, by Type (Flavoured, Plain), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, Others) and Regional Forecasts 2021-2027

Product link: <https://marketpublishers.com/r/G9ED84A4A804EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G9ED84A4A804EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970