

Global Muffins Market Size study & Forecast, by Type (In-Store and Packaged), by Taste (Sweet and Savory), by Distribution Channel (Supermarkets/Hypermarkets, Convenience Store, Specialty Store and Online Stores) and Regional Analysis, 2022-2029

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Abstracts

Global Muffins Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Muffins are individually portioned baked products served as breakfast. Muffins are made by mixing flour with baking powder, salt, eggs, milk, butter, and sugar. Moreover, to make muffins a healthier option sometimes whole grains and sugar substitutes are used. The growing consumption of bread & bakery products and increasing use of natural ingredients in the muffins as well as product innovations from market players are key factors accelerating the market growth.

The growing consumption of bread and bakery products is contributing towards the growth of the Global Muffins Market. For instance, according to Statista – in 2020, the total market volume of bread and bakery products was estimated at 105.80 million tons, and the market is projected to grow to 135 million tons by 2025. Moreover, as per Statista – in 2021, the global savory snacks market was estimated at USD 250.5 billion, and the market is projected to reach a value of USD 386.8 billion by 2030. Also, rising popularity of savory muffins and increasing demand for packaged food products would create a lucrative growth prospectus for the market over the forecast period. However, health concerns associated with the consumption of high-calorie foods such as obesity, high cholesterol & blood sugar, and other lifestyle diseases stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Muffins Market study include Asia Pacific,

North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the dominance of branded products and increasing consumption of bakery products in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising popularity of muffins and increasing penetration of leading market players coupled with growing number of quick service restaurants in the region.

Major market players included in this report are:

Grupo Bimbo S.A.B. de C.V.
George Weston Foods
Einstein Noah Restrant Group, Inc.
Brueggers Enterprises, Inc.
United Biscuits,
Edeka Group
Flowers Foods
Hostess Brands, Inc.
Aryzta AG
McKee Foods Corporation

Recent Developments in the Market:

In March 2019, Atlanta, Georgia based Brill Inc. launched its new line of savory muffins. The company launched its new product in three different flavors including Jalapeno Cheddar Muffin, Jalapeno Cheddar Mini Muffin, and Sun-Dried Tomato Basil Mini Muffin

In May 2022, Evive unveiled two new fruits and vegetables-based savory Muffin Bites. The company launched Banana-Choco, and carrots, pumpkin seeds, and cinnamon flavored Muffins.

Global Muffins Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Type, Taste, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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

In-Store

Packaged

By Taste

Sweet

Savory

By Distribution Channel

Supermarkets/Hypermarkets

Convenience Store

Specialty Store

Online Stores

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
RoLA
Rest of the World

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