

Global Croissant Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Croissants, a staple of French pastry, have gained widespread popularity globally due to their buttery, flaky texture and versatile nature. These crescent-shaped pastries are characterized by their light and airy layers, making them a favorite choice for breakfast or snacks. The market for croissants is positioned within the broader bakery and pastry industry, catering to consumers seeking indulgent yet convenient baked goods.

In 2023, the global market size for croissants reached approximately USD 8.5 billion. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.8% from 2024 to 2032. This growth can be attributed to several key drivers and market forces. Firstly, the increasing trend of on-the-go consumption and busy lifestyles has boosted the demand for convenient and portable breakfast options, where croissants fit perfectly. Additionally, the rising interest in gourmet and artisanal baked goods has led to a premiumization of the croissant market, with consumers willing to pay more for high-quality, authentic pastries.

One notable trend in the croissant market is the diversification of flavors and fillings to cater to evolving consumer preferences. While the traditional butter croissant remains popular, variations such as chocolate-filled, almond, and savory options like ham and cheese are gaining traction. This trend aligns with the broader consumer demand for unique and innovative food experiences. Furthermore, there is a growing emphasis on healthier ingredients and production methods, with an increasing number of bakeries offering organic or whole-grain croissants to appeal to health-conscious consumers.

Another trend shaping the market is the expansion of distribution channels beyond

traditional bakeries. The rise of online bakeries, food delivery services, and grab-and-go outlets has made croissants more accessible to a wider audience. This shift towards omnichannel retailing has enabled consumers to purchase croissants conveniently, driving market growth.

In terms of regional market distribution, Europe remains a dominant market for croissants, given its cultural association with French pastries. Countries like France, Germany, and Italy have a strong tradition of pastry consumption, contributing significantly to the global market. In North America, the market for croissants is also growing steadily, fueled by the popularity of cafes and bakeries offering artisanal baked goods. Asia Pacific represents a region with immense growth potential, as changing consumer lifestyles and increasing disposable incomes drive the demand for premium bakery products.

Despite the positive outlook, the croissant market faces challenges such as intensifying competition from substitute products like muffins, bagels, and other breakfast pastries. Additionally, fluctuations in raw material prices, especially butter and flour, can impact production costs for croissant manufacturers. Adapting to changing consumer preferences and maintaining product quality will be crucial for businesses operating in this competitive market landscape.

In conclusion, the global croissant market is poised for steady growth driven by evolving consumer preferences, innovation in flavors, and expanding distribution channels. To capitalize on these opportunities, businesses should focus on product diversification, quality enhancement, and strategic marketing to differentiate themselves in a crowded market space.

This report provides a deep insight into the global Croissant market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Croissant Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the

competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Croissant market in any manner.

Global Croissant Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Bauli

Lantmannen Unibake

Le Bon Croissant

Chipita

General Mills

Grupo Bimbo

Spanish Market Ltd

Upper Crust

San Giorgio Dolce?Salato

Fresh Snack

Edita Food Industries

Vancouver Croissant

Market Segmentation (by Type)

Shelf-Stable Croissants

Frozen Croissants

Market Segmentation (by Application)

Supermarkets and Hypermarkets

Independent Retailers

Convenience Stores

Online Retailers

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Croissant Market

Overview of the regional outlook of the Croissant Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business

expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Croissant Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

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