

Global Mooncake Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Mooncake market size will reach 2,781.80 Million USD in 2025 and is projected to reach 3,546.41 Million USD by 2032, with a CAGR of 3.53% (2025-2032). Notably, the China Mooncake market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Mooncakes are traditional Chinese pastries that are typically consumed during the mid-autumn festival, also known as the Moon Festival. These dense, round or rectangular-shaped cakes have a rich history that dates back centuries. Mooncakes are usually made with a sweet and flaky pastry crust that encases a variety of fillings. The most common fillings include lotus seed paste, red bean paste, and salted egg yolks, although there are many other creative flavors available today. These pastries often feature intricate imprints on the top, showcasing ornate designs and lunar symbols. They are usually enjoyed with a cup of tea, and their consumption is deeply ingrained in the cultural tradition of the Moon Festival, symbolizing unity and family gatherings. Mooncakes are considered a delicacy and are exchanged as gifts among friends, family members, and business associates during the festival season.

The major global manufacturers of Mooncake include Meixin Food, Huamei Group, Guangzhou Restaurant Group, Wing Wah Food, Beijing Daoxiangcun, Shanghai Xinghualou (Group), Suzhou Daoxiangcun, Ganso, Xian Maky, Jiahua Food, Taipan

Bread & Cakes, Forgain, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Mooncake. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Mooncake market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Mooncake market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Mooncake industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Mooncake Include:

Meixin Food

Huamei Group

Guangzhou Restaurant Group

Wing Wah Food

Beijing Daoxiangcun

Shanghai Xinghualou (Group)

Suzhou Daoxiangcun

Ganso

Xian Maky

Jiahua Food

Taipan Bread & Cakes

Forgain

Mooncake Product Segment Include:

Cantonese Mooncakes

Beijing-style Mooncake

Suzhou-style Mooncakes

Mooncake Product Application Include:

Supermarkets and Hypermarkets

Independent Retailer

Convenience Store

Specialist Retailer

Online Retailer

Chapter Scope

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