

Global Frozen Bakery Market: By Product type (Breads, Cakes and Pastries, Cookies and Others); By Claim (Gluten free, Organic, Sugar free, Low calories and others); Based on Distribution Channel (Specialty Stores, Convenience Stores, Supermarkets/Hypermarkets}, Online, Artisan Bakers); Based on Technology (Ready to bake, Ready to prove, Fully-baked); Based on Region (North America, Asia Pacific, Europe, Latin America, Middle East and Africa) – Analysis of market share, size and trends for 2016-19 and forecasts to 2030.

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Abstracts

Product Overview

Bakery products are becoming the new food staple with the changing needs and modern lifestyle. The diversified range of products has contributed to fulfilling the day-to-day basic needs of the consumers. The growing tendency towards a healthy lifestyle and consumption of nutritious food has led the bakers to offer healthier options. Popular bakery products include bread, pastries, doughnuts, cookies, which are prepared by using a mixture of cereal-based flour (especially wheat) with sugar, salt, yeast, water. population from the same income group can afford bakery products and due to their convenience and accessibility, they lie under the fast-moving consumer goods (FMCGs). All types of food products can be frozen except some, bakery products can also be frozen with a shelf life of 1 week to 3 months and even more. Shelf life depends upon the type of product and freezer.

Market Highlights

Global frozen bakery product market is expected to project a notable CAGR in 2030. Global frozen bakery products market to surpass USD XXX million by 2030 from USD XXX in 2020 by CAGR of XX% throughout the forecast period i.e. 2020-30. Global frozen bakery products market is anticipated to grow on the back of increasing demand for ready-made, easy to use/bake, tasty, convenient, and healthy food products. Expansion in potential demand for frozen bakery products is expected to rise in Asia-Pacific market due to the rise in purchasing power parity and disposable income of the growing population. Moderate competition is witnessed due to the existence of several small- and large-scale firms. The frozen bakery products market has been characterized based on segments by product type, claim, distribution channel, technology, and region. Consumer demand depends on many factors like price, tastes, and preferences like quality, nutritional value, good taste of the products, also, easy and instant delicacies that take less time for preparation since baking from scratch is a highly labor-intensive task and time-consuming, the frozen bakery product market is gaining popularity amongst consumers by providing them with a convenient range of products.

Recent Highlights in Global Frozen Bakery Products Market

In July 2018, Sara Lee Frozen Bakery commenced operations with the acquisition of Tyson Foods' frozen bakery business by Kohlberg & Company. Sara Lee is a leading frozen-bakery products and dessert maker, its product line comprises if Sara Lee Frozen Bakery, Bistro, Van's, and Chef Pierre collection.

In 2018, Europastry acquired Confeitaria Torres. The second company is a Portuguese company specializing in both deep-frozen and fresh bakery products. Through this acquisition, Europastry is entering into the frozen bakery products market.

Global Frozen Bakery Products Market: Segments

Bread segment to grow with the highest CAGR during 2020-29

Global Frozen Bakery Market is segmented by product type into Bread, Cake and Pastries, Cookies and Other. The bread segment held the largest market share of XX.X% in the year 2019 and is expected to grow at the fastest pace during the forecast period due to increasing demand because of its wide range of variables such as whole wheat bread, multigrain bread, gluten-free bread which has provided with healthier options to the consumers. However, its market dominance is challenged by other bakery products such as cookies and cakes, and pastries which have witnessed rapid growth in recent years and are expected to continue to expand in the forthcoming years.

Organic segment to grow with the highest CAGR during 2020-29

Global frozen bakery market is segmented by the type of claim into Gluten-free, Organic, Sugar-free, Low calories, and Others. The Organic segment held the largest market

share of XX% in the year 2019. The organic segment is a healthier alternative which only makes the use of natural ingredients and does not use chemical compounds in the production of products, thus, making it healthy and nutritious. The gluten-free segment is also anticipated to grow rapidly with the rising numbers of gluten-sensitivity in the consumers.

Supermarkets/Hypermarkets segment to grow with the highest CAGR during 2020-30 Global frozen bakery product market is also segmented by distribution channels into Specialty stores, Convenience Stores, Supermarkets/Hypermarkets, Online, and Artisan Bakers. The supermarkets/hypermarkets segment held the largest market share of XX% in the year 2019. The supermarkets/hypermarkets conveniently provide a wide range of variety of products at the same place, also, it provides product scanning for authenticity, proper contents, and packaging which is highly preferable by most consumers.

Fully-baked segment to grow with the highest CAGR of XX% during 2020-30 Global frozen bakery product market is segmented by technology into ready-to-bake, ready-to-prove (raw material i.e. frozen dough), and fully-baked. The fully-baked segment held the largest market share of XX% in the year 2019. Fully-baked products are quick to use, highly convenient, and versatile, thus, leading to rising demand and increased adoption by the consumers.

Market Dynamics: Global Frozen Bakery Products Market Drivers

Increasing demand for frozen bakery products in the household sector

Consumer preferences are changing towards convenient products which are leading to a rise in the frozen bakery products industry. Consumers prefer convenient products as they are instant and easy to grab in the breakfast, especially, working women also consider to opt for ready to use bakery products since it is time-saving, healthy, and has a reasonable price which is another driving factor of the market growth. Besides, in Asia-Pacific region, the rising demand for frozen bakery products has been observed as people have less time to spend on baking foods.

Rising demand for frozen bakery products by the foodservice industry

The growth of cafes and foodservice outlets has led to rising demand for frozen bakery products by the foodservice industry food foodservice industry includes all those businesses that prepare food and ensure its availability outside the homes like cafes, restaurants, ants, and cafeterias of school, hospitals, office etc. It is convenient to store and freeze bakery products for a longer duration of time, minimizes extra costs of labor

due to the options like ready to bake and ready to thaw.

Restraints

Traditional freshly baked products and high electricity consumption

Freshly baked products are still preferred by most consumers over frozen products, as they believe in consuming on-the-spot processed bakery products considering them to be much healthier. Frozen bakery products also require a need to freeze to ensure at a certain temperature which sometimes also leads to higher electricity bills.

Global Optical Coatings Market: Regions

Europe segment to grow with the highest CAGR of XX% during 2020-29

Global frozen bakery product market is segmented by region into North America, Asia Pacific, Europe, Latin America, Middle East, and Africa. Geographically, Europe is likely to dominate the market due to the higher demand for gluten-free, whole-wheat, high-fiber, trans-fat products. The well-established bakery market promotes innovation and new product development and have strengthened the supply chain, product array, and distribution channels. Expansion in potential demand of frozen bakery products is expected to rise in Asia-Pacific market due to the rise in purchasing power parity and disposable income of the growing population

The global frozen bakery products market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey and Rest of Europe

APAC Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia the and Rest of APAC

MENA Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa and Rest of MENA

Global frozen products Market: Impact of COVID-19

Global pandemic COVID-19 has become a global stress, not just for human lives, but also to industries across different industry verticals. The COVID-19 disease has infected several million people globally, with United States accounting for the highest share of infected cases. With increasing number of active cases on a daily basis, the duration of

the pandemic is still difficult to predict. Yet the adverse effect of COVID-19 can be felt upon the global frozen products market owing to the fluctuation in demand for products associated with frozen bakery products, the effect on manufacturing organizations due to the implementation of lockdown norms in many nations worldwide and others.

Global Frozen Bakery Products Market: Key Players

Grupo Bimbo S.A.V de C.V.

Company Overview

Business Strategy

Key Product Offerings

Financial Performance

Key Performance Indicators

Risk Analysis

Recent Development

Regional Presence

SWOT Analysis

Yamazaki Baking Co., Ltd.

JAB holding Company

ARYZTA AG

Tyson

Associated British Foods plc

Mondelez International

Dr. August Oetker KG

Europastry, S.A

Nestle, S.A

Conagra Brands

Campbell

Schwan

Kellogg Company

Kuchenmeister GmbH

La Lorraine Bakery Group

S?dzucker Group

Kobeya

Flowers Foods Inc

Orkla

Palermo Villa

Other Prominent Players

The global organic coffee market report also contains analysis on:

Frozen Bakery Products Market Segments:

Product Type

Bread

Cakes and Pastries

Cookies

Others

Distribution Channel

Specialty Stores

Convenience Stores

Supermarkets/Hypermarkets

Online

Artisan Bakers

Others

By Technology

Ready to Bake

Ready to Prove

Fully Baked

By Claim

Gluten-free

Organic

Sugar-free

Low calories

Others

Frozen Bakery Products Market Dynamics

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5. TYSON

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8. DR. AUGUST OETKER KG

9. EUROPASTRY, S.A

10. NESTLE, S.A

11. CONAGRA BRANDS

12. CAMPBELL

13. SCHWAN

14. KELLOGG COMPANY

15. KUCHENMEISTER GMBH

16. LA LORRAINE BAKERY GROUP

17. S?DZUCKER GROUP

18. KOBeya

19. FLOWERS FOODS INC

20. ORKLA

21. PALERMO VILLA

22. OTHER PROMINENT PLAYERS

Consultant Recommendation

**The above-given segmentation and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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