

# Global Snowskin Mooncake Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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## Abstracts

According to our (Global Info Research) latest study, the global Snowskin Mooncake market size was valued at US\$ 163490 million in 2024 and is forecast to a readjusted size of USD 250350 million by 2031 with a CAGR of 6.3% during review period.

Snow skin moon, snowy mooncake, ice skin mooncake or crystal mooncake is a Chinese food eaten during the Mid-Autumn Festival. Snow skin mooncakes are a non-baked mooncake originating from Hong Kong.[1] [2] The snow skin mooncake is also found in Macau, Mainland China, Taiwan, Vietnam, Singapore, Malaysia and Indonesia.[3] Although snow skin mooncakes are usually made and sold by bakeries, these mooncakes are not baked in ovens like traditional cakes. Further, unlike traditional mooncakes which are served at room temperature, snow skin mooncakes are typically eaten cold.

The market for snowskin mooncakes usually peaks during the Mid-Autumn Festival, which is a traditional Chinese festival celebrated in September or October. During this time, people exchange mooncakes as gifts to express well wishes and strengthen relationships. However, snowskin mooncakes are becoming increasingly popular year-round, with sales happening not only in physical stores but also online platforms. As the demand for snowskin mooncakes continues to grow, more businesses are entering the market, providing consumers with a wider range of choices. The market is becoming more competitive, with different brands striving to differentiate themselves through unique flavors, creative designs, and innovative marketing strategies.

This report is a detailed and comprehensive analysis for global Snowskin Mooncake market. Both quantitative and qualitative analyses are presented by manufacturers, by

region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Snowskin Mooncake market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Snowskin Mooncake market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Snowskin Mooncake market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Snowskin Mooncake market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Snowskin Mooncake

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Snowskin Mooncake market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Tai Thong, Cube Bakery & Cafe, August Baking Studio, TWG Tea Company Pte Ltd., Hong Kong MX, Starbucks, Ganso Co.,Ltd., The Thorny Fruit Co, CAPEN MARKETING PTE LTD, The Mandarin Gourmet Shop, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## Market Segmentation

Snowskin Mooncake market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Durian

Chocolate

Salted Egg Yolk

Bean Paste

Matcha

Ice Cream

Strawberry

Others

### Market segment by Application

Supermarket

Cake Shop

Others

### Major players covered

Tai Thong

Cube Bakery & Cafe

August Baking Studio

TWG Tea Company Pte Ltd.

Hong Kong MX

Starbucks

Ganso Co.,Ltd.

The Thorny Fruit Co

CAPEN MARKETING PTE LTD

The Mandarin Gourmet Shop

EULONG

Guangzhou Restaurant Group Company Limited

WINSUN FOOD

Haagen-Dazs

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Snowskin Mooncake product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Snowskin Mooncake, with price, sales quantity, revenue, and global market share of Snowskin Mooncake from 2020 to 2025.

Chapter 3, the Snowskin Mooncake competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Snowskin Mooncake breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Snowskin Mooncake market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Snowskin Mooncake.

Chapter 14 and 15, to describe Snowskin Mooncake sales channel, distributors, customers, research findings and conclusion.

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