

# **Bagel Market Size, Share & Trends Analysis Report By Product (Plain Bagel, Flavored Bagel, Protein Bagel, Wholewheat Bagel, Egg Bagel, Gluten-free Bagel), By Distribution Channel (Foodservice, Hypermarkets & Supermarkets), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Bagel Market Growth & Trends**

The global bagel market size is estimated to reach USD 7.35 billion by 2030, growing at a CAGR of 4.8% from 2025 to 2030, according to a new report by Grand View Research, Inc. Bagel has gained popularity due to the shift in consumer preferences toward convenient and quick-to-prepare foods. As lifestyles become increasingly fast-paced, particularly in urban areas, there is a growing demand for food products that can be easily incorporated into busy routines. Bagels, being versatile and easy to prepare, fit perfectly into this trend. They can be consumed as a quick breakfast, a lunch option, or even as a snack, offering flexibility that appeals to a wide range of consumers.

Furthermore, as consumers become more aware of the nutritional content of their food, there has been a growing demand for healthier bagel options. This trend has led to the development of bagels made from whole grains, multigrain, and high-fiber ingredients, catering to those seeking healthier carbohydrate sources. Whole wheat and multigrain bagels, in particular, have gained traction among health-conscious consumers who prefer products that offer better nutritional value than traditional white flour bagels.

Additionally, the rise of specialized diets such as gluten-free, keto, and low-carb diets has influenced the bagel market. Manufacturers have responded by introducing gluten-free bagels, keto-friendly bagels, and bagels made with alternative flour like almond or coconut flour. These products cater to niche markets but are becoming increasingly mainstream as more consumers adopt these diets for health or lifestyle reasons.

The expansion of distribution channels has played a critical role in the growth of the global bagel market. Traditionally, bagels were primarily sold in bakeries and grocery stores, but the rise of e-commerce, online grocery delivery services, and the increasing presence of bagels in foodservice establishments have significantly broadened their availability.

Retailers, including supermarkets and hypermarkets, continue to be the dominant distribution channel for bagels, providing consumers with easy access to a wide variety of bagel products. However, the growth of online sales has opened up new opportunities for bagel manufacturers to reach a broader audience. Online platforms not only provide convenience for consumers but also allow manufacturers to offer a wider range of products, including specialty and niche varieties that may not be available in physical stores.

## Bagel Market Report Highlights

Asia Pacific is expected to grow with a CAGR of 6.8% over the forecast period from 2025 to 2030. The influence of Western food culture in Asia Pacific, particularly in urban areas, has led to the growing popularity of bagels. As more consumers in the region are exposed to Western cuisine through travel, media, and the presence of international food chains, bagels have gained acceptance as a trendy and versatile food option.

Based on product, protein bagels are expected to grow with a CAGR of 5.7% from 2025 to 2030. The growing global trend towards health and fitness has significantly boosted the demand for high-protein foods. Protein bagels, which offer the benefits of a traditional bagel with added protein content, cater to this demand.

Sales of bagel through retail channels such as hypermarkets & supermarkets, convenience stores, online, among others are expected to grow at a CAGR of 5.0% from 2025 to 2030. Traditionally, bagels were primarily sold in bakeries and specialty stores, but the rise of supermarkets, hypermarkets, and convenience stores has made bagels more accessible to a broader audience.

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