

Bake Stable Pastry Fillings Market Size, Share & Trends Analysis Report By Product (Chocolate, Fruits, Nuts), By Region (North America, Europe, Asia Pacific, MEA, CSA), And Segment Forecasts, 2022 - 2030

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Abstracts

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Bake Stable Pastry Fillings Market Growth & Trends

The global bake stable pastry fillings market size is expected to reach USD 2.17 billion by 2030, registering a CAGR of 6.4% over the forecast period, according to a new report by Grand View Research, Inc. Rise in the consumption of bakery products and confectionery, coupled with the expansion of online retail in the bakery food ingredients category is expected to be a key factor contributing to the growth of the market. The popularity of pastry fillings is being witnessed among people of all age groups, including generations X, Z, and millennials across the globe. Furthermore, bake stable pastry fillings are perfect for all seasons. Often, these are paired with pastries to enjoy multiple flavors and textures, while sometimes consumed independently.

Pastry fillings are also paired with cakes, brownies & waffles, and are widely consumed during festivals, parties & events. Convenient packaging and home baking trend are other factors supporting the demand for bake stable pastry fillings. Manufacturers focus on product innovation and launch keeping in mind the consumers' interests and the combination of different pastry flavors. For instance, in January 2020, British Bakels, a bakery ingredients company, expanded its vegan offerings with the introduction of bake-stable fillings. These fillings are available in orange, lemon, chocolate, and caramel flavors. The ready-to-use fillings can be injected into muffins, doughnuts, pastries,

cupcakes, and small fine sweet goods.

The fruits segment accounted for the maximum share of the global revenue in 2021. Consumers prefer bakery products that not only provide a flavor boost but also offer nutrients, textural variety, and a visual appeal. Thus, a high preference for fruit flavors that retain natural sugars making the bakery products healthy will boost the demand for bake-stable fruit pastry fillings. The market is consolidated in Europe with a major share occupied by Puratos Group and Dr. Oetker GmbH. However, it is fragmented in other regions/countries due to the presence of a large number of players including Avebe, Dawn Foods, Herbstreith & Fox GmbH & Co. KG, Barker Fruit Processors Ltd., Kandy, and Mala's.

Bake Stable Pastry Fillings Market Report Highlights

The bake-stable nut pastry fillings segment is projected to register the fastest growth rate owing to the increasing demand for bakery products with nut fillings, such as almond fillings

Moreover, they offer a premium look to pastries and are low-fat. Nuts are loaded with antioxidants and offer a range of benefits including the reduction in the risk of heart attack & stroke, cholesterol, triglyceride levels, and inflammation

Companies have been investing in mergers & acquisitions as well as capacity expansions to gain a competitive advantage

For instance, in September 2020, Givaudan divested its pectin business to Herbstreith & Fox. This initiative was aimed at enabling the company to expand its core markets across Europe, North Africa, and the Middle East while gaining a stronger foothold in Poland

Asia Pacific is expected to register the fastest growth rate during the forecast period. There is a high demand for low-fat baked products

This has resulted in the higher adoption of low-sugar or sugar-free and low-fat bakery products, thereby boosting the demand for reduced-sugar bake-stable pastry fillings

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