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U.S. Bagel Market Size, Share & Trends Analysis Report By Product (Plain Bagel, Flavored Bagel, Protein Bagel, Whole Wheat Bagel, Egg Bagel, Gluten-free Bagel), By Distribution Channel (Foodservice, Retail), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. bagel market size was valued at USD 3.2 billion in 2025 and is projected to grow from USD 3.3 billion in 2026 to USD 4.5 billion by 2033, at a CAGR of 4.6% from 2026 to 2033. The U.S. bagel industry is supported by the established role of the bagel as a convenient breakfast and meal option in the U.S., while changing consumption occasions, nutritional positioning, product variety, and expanding retail accessibility are creating additional growth opportunities. Within the product landscape, plain bagels accounted for the largest share of the market in 2025, while gluten-free and protein bagels are among the fastest-growing product segments. On the distribution side, retail accounted for the largest share in 2025, while online sales are projected to register the fastest growth through 2033.

The U.S. bagel market continues to benefit from the product's strong integration into American eating habits and its versatility across different consumption occasions. Although bagels have traditionally been associated with breakfast, their role is expanding across other meal and snack occasions. According to a nationwide survey of 1,000 U.S. adults released in January 2026, 52% of respondents reported eating a bagel at any time of day. This indicates that bagels are increasingly moving beyond their traditional breakfast positioning, creating additional consumption occasions throughout the day.

U.S. Bagel Market Report Segmentation

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This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021-2033. For this study, Grand View Research has segmented the U.S. bagel market report based on product, and distribution channel:

Product Outlook (Revenue, USD Million, 2021 - 2033)

- Plain Bagel
- Flavored Bagel
- Protein Bagel
- Whole Wheat Bagel
- Egg Bagel
- Gluten-free Bagel
- Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

- Foodservice
- Retail
- Hypermarkets & Supermarkets
- Convenience Stores
- Online
- Others

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