

# **Bakery Ingredients Market Report by Product Type (Emulsifiers, Leavening Agents, Enzymes, Baking Powder & Mixes, Oils, Fats and Shortenings, Colors & Flavors, Starch, and Others), Application (Breads, Cookies & Biscuits, Rolls & Pies, Cakes & Pastries, and Others), End Use Sector (Industrial, Foodservice, Retail), and Region 2024-2032**

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## **Abstracts**

The global bakery ingredients market size reached US\$ 16.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 25.2 Billion by 2032, exhibiting a growth rate (CAGR) of 4.6% during 2024-2032. The growing preferences for premium and artisanal bakery products, rising focus on sustainable and environment-friendly packaging materials, and the easy availability of products through online distribution channels are some of the major factors propelling the market.

Bakery ingredients are essential raw materials used in the production of baked goods, such as bread, pastries, cakes, and cookies. They exhibit numerous properties, which include moisture retention, leavening capacity, binding ability, and flavor enhancement. They contribute to superior taste, aroma, and texture in baked goods, which elevates the sensory experience for consumers. They include preservatives and emulsifiers, which help extend the shelf life of baked goods and allow for longer storage and distribution periods. They enhance dough development and fermentation, which results in improved quality and uniformity.

Rapid urbanization, increasing working population, and busy lifestyles of individuals are catalyzing the demand for convenient bakery products. Additionally, the rising interest of people in home baking is driving the demand for high-quality bakery ingredients

accessible to amateur bakers. Apart from this, various leading companies are developing packaging solutions that preserve freshness, extend shelf life, and enhance convenience for both consumers and commercial bakers. Furthermore, the proliferation of the e-commerce industry and the easy availability of products through online distribution channels are strengthening the growth of the market. Direct-to-consumer sales allow for personalized marketing, brand engagement, and efficient product delivery. In addition, manufacturers are focusing on providing transparent information about the sourcing, processing, and production methods of their bakery ingredients to enhance consumer trust and loyalty.

#### Bakery Ingredients Market Trends/Drivers:

##### Shifting consumer preferences towards premium and artisanal products

The evolving preference for premium and artisanal bakery products is positively influencing the market. Additionally, the escalating demand for unique and high-quality baked goods that offer exceptional taste, texture, and visual appeal is favoring the market growth. Apart from this, the escalating demand for premium bakery ingredients that elevate the sensory experience of products is offering lucrative opportunities to market players. Furthermore, the inflating income levels of individuals are allowing them to pay a premium for products made with top-tier ingredients that convey authenticity and craftsmanship, which is encouraging manufacturers to develop innovative and high-quality bakery ingredients that cater to the growing demand for artisanal products.

##### Rising demand for functional and health-boosting ingredients

The growing interest of individuals in functional and health-boosting ingredients is offering a favorable market outlook. Additionally, the escalating demand for bakery products that delight the palate and offer added nutritional value is attracting health-conscious individuals. Apart from this, the incorporation of functional ingredients, such as whole grains, seeds, nuts, and plant-based proteins, is positively influencing the market. Furthermore, leading market players are focusing on the development of ingredients that enhance the nutritional profile of bakery products without compromising taste and texture. Moreover, the expansion of gyms, aerobic classes, yoga centers, and Zumba sessions is driving the demand for bakery ingredients infused with healthy and nutritious ingredients.

##### Technological advancements and sustainable practices

Advancements in technology and a growing emphasis on sustainability are the other

major factors stimulating the market growth. The increasing use of technological solutions, such as precision mixing, automation, and digital monitoring, are enhancing production efficiency, ensuring consistent product quality, and reducing wastage. Additionally, the rising focus on sustainability is encouraging market players to introduce eco-friendly and ethically sourced bakery ingredients. Apart from this, individuals are increasingly favoring products that promote environmental health like eco-packaging and responsibly sourced raw materials. Furthermore, leading ingredient manufacturers are investing in sustainable practices and offering bakery ingredients that resonate with eco-conscious consumers to expand their market reach and overall profitability.

#### Bakery Ingredients Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global bakery ingredients market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on product type, application, and end use sector.

#### Breakup by Product Type:

Emulsifiers

Leavening Agents

Enzymes

Baking Powder and Mixes

Oils, Fats and Shortenings

Colors and Flavors

Starch

Others

Baking powder and mixes dominate the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes emulsifiers, leavening agents, enzymes, baking powder and mixes, oils, fats and shortenings, colors and flavors, starch, and others. According to the report, baking powder and mixes represented the largest segment as they offer a blend of convenience, reliability, and versatility, which makes them a cornerstone for amateur and professional bakers. Additionally, baking powder provides a balanced combination of leavening agents and its pre-measured composition eliminates the need for intricate measurements and calculations, thereby reducing the chances of error. Apart from this, baking mixes provide pre-packaged combinations of dry ingredients for specific baked goods, including cakes and cookies. They help reduce the need for consumers to

source individual ingredients and measure them accurately. Moreover, baking powder and mixes contribute to consistent quality and are used in food service establishments and bakeries to ensure uniform taste and texture, simplify production processes, and maintain customer satisfaction.

#### Breakup by Application:

Breads

Cookies and Biscuits

Rolls and Pies

Cakes and Pastries

Others

Breads hold the largest market share

A detailed breakup and analysis of the market based on the application has also been provided in the report. This includes breads, cookies and biscuits, rolls and pies, cakes and pastries, and others. According to the report, breads represent the largest market segment on account of their versatility and adaptability to different cuisines and culinary creations. They allow chefs and home cooks to experiment with a variety of dishes. Along with this, the expansion of hotels, restaurants, and fast-food chains and the inclusion of breads in various foods and beverages (F&B) is offering a favorable market outlook. Additionally, the convenience of bread as a quick and easy food option suits modern, fast-paced lifestyles, which makes it a go-to-choice for breakfast, snacks, and meals. Apart from this, the development of healthier options, incorporating whole grains, seeds, and additives is attracting health-conscious consumers.

#### Breakup by End Use Sector:

Industrial

Foodservice

Retail

A detailed breakup and analysis of the market based on the end use sector has also been provided in the report. This includes industrial, foodservice, and retail.

In the industrial sector, bakery ingredients are primarily sourced by large-scale production facilities that supply baked goods to supermarkets, convenience stores, and other mass distribution channels. Additionally, bakery ingredients are used for

consistency, efficiency, and cost-effectiveness in high-volume manufacturing processes.

Bakery ingredients like specialty flours, premium sugars, and creative flavorings find applications in various foodservice establishments like restaurants, cafes, and catering services. They offer versatility and contribute to distinct tastes, textures, and appearances of baked goods.

Retail-oriented bakery ingredients are packaged in consumer-friendly quantities, often including pre-mixed flours, ready-to-use dough, and toppings. The retail sector emphasizes convenience, appealing packaging, and ease of use, allowing home bakers to create delicious treats without extensive preparation.

#### Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

Europe exhibits a clear dominance, accounting for the largest bakery ingredients market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Middle East and Africa, and Latin America. According to the report, Europe accounted for the largest market share as European consumers emphasize consuming healthier baked goods, which encourage the use of wholesome and nutritious components. Additionally, the region offers a wide array of bakery products, which include artisanal breads and intricate pastries, which drives the need for a comprehensive range of ingredients. Apart from this, the deep-rooted baking traditions and culinary legacy of Europe foster a strong demand for high-quality bakery ingredients. Furthermore, European countries house renowned research centers and skilled bakers, promoting ingredient advancements and innovative techniques. Moreover, baking ingredient producers in Europe are focusing on sustainable sourcing and eco-friendly practices to attract environment conscious consumers.

#### Competitive Landscape:

Companies are investing in research and development (R&D) activities to create

innovative ingredient formulations that align with changing consumer preferences. They are focusing on clean-label ingredients, natural alternatives to artificial additives, and functional ingredients that enhance the nutritional profile of baked goods. Additionally, many companies are prioritizing sustainability by adopting eco-friendly practices throughout their supply chains. They are sourcing raw materials responsibly, using sustainable packaging materials, and implementing energy-efficient manufacturing processes to reduce their environmental footprint. Apart from this, various leading manufacturers are forming strategic partnerships with bakeries and foodservice chains to provide customized solutions and support their product development efforts.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Cargill Incorporated  
Koninklijke DSM N.V.  
Kerry Group  
S?dzucker AB  
AAK AB  
Associated British Foods  
Lesaffre ET Compagnie  
Tate & Lyle  
PLC Archer Daniels Midland Company  
Ingredion Incorporated  
Corbion N.V.  
IFFCO Ingredients Solution  
Taura Natural Ingredients Limited  
Dawn Foods Products Inc.  
Muntons Plc  
British Bakels Ltd.  
Lallemand Inc.  
Novozymes A/S  
Puratos Group

#### Recent Developments:

In March 2023, Novozymes A/S developed a new enzymatic baking ingredient, Novamyl BestBite, that is designed to increase freshness and improve shelf life in baked foods.

In August 2022, Puratos Group partnered with Shiru to develop plant-based proteins for

use in baked goods. Shiru will use Puratos' fermentation capabilities and expertise to produce prototype quantities of promising ingredients and test them in baked goods.

### Key Questions Answered in This Report

1. What is the size of the global bakery ingredients market?
2. What is the expected growth rate of the global bakery ingredients market?
3. What are the key factors driving the global bakery ingredients market?
4. What has been the impact of COVID-19 on the global bakery ingredients market?
5. What is the breakup of the global bakery ingredients market based on the product type?
6. What is the breakup of the global bakery ingredients market based on the application?
7. What are the key regions in the global bakery ingredients market?
8. Who are the key companies/players in the global bakery ingredients market?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

### 5 GLOBAL BAKERY INGREDIENTS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Application
- 5.6 Market Breakup by End Use Sector
- 5.7 Market Breakup by Region
- 5.8 Market Forecast

### 6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Emulsifiers
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast



## 6.2 Leavening Agents

### 6.2.1 Market Trends

### 6.2.2 Market Forecast

## 6.3 Enzymes

### 6.3.1 Market Trends

### 6.3.2 Market Forecast

## 6.4 Baking Powder & Mixes

### 6.4.1 Market Trends

### 6.4.2 Market Forecast

## 6.5 Oils, Fats and Shortenings

### 6.5.1 Market Trends

### 6.5.2 Market Forecast

## 6.6 Colors & Flavors

### 6.6.1 Market Trends

### 6.6.2 Market Forecast

## 6.7 Starch

### 6.7.1 Market Trends

### 6.7.2 Market Forecast

## 6.8 Others

### 6.8.1 Market Trends

### 6.8.2 Market Forecast

## **7 MARKET BREAKUP BY APPLICATION**

### 7.1 Breads

#### 7.1.1 Market Trends

#### 7.1.2 Market Forecast

### 7.2 Cookies & Biscuits

#### 7.2.1 Market Trends

#### 7.2.2 Market Forecast

### 7.3 Rolls & Pies

#### 7.3.1 Market Trends

#### 7.3.2 Market Forecast

### 7.4 Cakes & Pastries

#### 7.4.1 Market Trends

#### 7.4.2 Market Forecast

### 7.5 Others

#### 7.5.1 Market Trends

#### 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY END USE SECTOR**

### 8.1 Industrial

8.1.1 Market Trends

8.1.2 Market Forecast

### 8.2 Foodservice

8.2.1 Market Trends

8.2.2 Market Forecast

### 8.3 Retail

8.3.1 Market Trends

8.3.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

### 9.1 North America

9.1.1 Market Trends

9.1.2 Market Forecast

### 9.2 Europe

9.2.1 Market Trends

9.2.2 Market Forecast

### 9.3 Asia Pacific

9.3.1 Market Trends

9.3.2 Market Forecast

### 9.4 Middle East and Africa

9.4.1 Market Trends

9.4.2 Market Forecast

### 9.5 Latin America

9.5.1 Market Trends

9.5.2 Market Forecast

## **10 SWOT ANALYSIS**

### 10.1 Overview

### 10.2 Strengths

### 10.3 Weaknesses

### 10.4 Opportunities

### 10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTER'S FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
  - 14.3.1 Cargill Incorporated
  - 14.3.2 Koninklijke DSM N.V.
  - 14.3.3 Kerry Group
  - 14.3.4 S?dzucker AB
  - 14.3.5 AAK AB
  - 14.3.6 Associated British Foods
  - 14.3.7 Lesaffre ET Compagnie
  - 14.3.8 Tate & Lyle
  - 14.3.9 PLC Archer Daniels Midland Company
  - 14.3.10 Ingredion Incorporated
  - 14.3.11 Corbion N.V.
  - 14.3.12 IFFCO Ingredients Solution
  - 14.3.13 Taura Natural Ingredients Limited
  - 14.3.14 Dawn Foods Products Inc.
  - 14.3.15 Muntons Plc
  - 14.3.16 British Bakels Ltd.
  - 14.3.17 Lallemand Inc.
  - 14.3.18 Novozymes A/S
  - 14.3.19 Puratos Group

## List Of Tables

### LIST OF TABLES

Table 1: Global: Bakery Ingredients Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Bakery Ingredients Market Forecast: Breakup by Product Type (in Million US\$), 2024-2032

Table 3: Global: Bakery Ingredients Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 4: Global: Bakery Ingredients Market Forecast: Breakup by End Use Sector (in Million US\$), 2024-2032

Table 5: Global: Bakery Ingredients Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Bakery Ingredients Market: Competitive Structure

Table 7: Global: Bakery Ingredients Market: Key Players

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Bakery Ingredients Market: Major Drivers and Challenges
- Figure 2: Global: Bakery Ingredients Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Bakery Ingredients Market: Breakup by Product Type (in %), 2023
- Figure 4: Global: Bakery Ingredients Market: Breakup by Application (in %), 2023
- Figure 5: Global: Bakery Ingredients Market: Breakup by End Use Sector (in %), 2023
- Figure 6: Global: Bakery Ingredients Market: Breakup by Region (in %), 2023
- Figure 7: Global: Bakery Ingredients Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 8: Global: Bakery Ingredients Industry: SWOT Analysis
- Figure 9: Global: Bakery Ingredients Industry: Value Chain Analysis
- Figure 10: Global: Bakery Ingredients Industry: Porter's Five Forces Analysis
- Figure 11: Global: Bakery Ingredients (Emulsifiers) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 12: Global: Bakery Ingredients (Emulsifiers) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 13: Global: Bakery Ingredients (Leavening Agents) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 14: Global: Bakery Ingredients (Leavening Agents) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 15: Global: Bakery Ingredients (Enzymes) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 16: Global: Bakery Ingredients (Enzymes) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 17: Global: Bakery Ingredients (Baking Powder & Mixes) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 18: Global: Bakery Ingredients (Baking Powder & Mixes) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 19: Global: Bakery Ingredients (Oils, Fats and Shortenings) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 20: Global: Bakery Ingredients (Oils, Fats and Shortenings) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 21: Global: Bakery Ingredients (Colors & Flavors) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 22: Global: Bakery Ingredients (Colors & Flavors) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Bakery Ingredients (Starch) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Bakery Ingredients (Starch) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Bakery Ingredients (Other Product Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Bakery Ingredients (Other Product Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Bakery Ingredients (Breads) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Bakery Ingredients (Breads) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Bakery Ingredients (Cookies & Biscuits) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Bakery Ingredients (Cookies & Biscuits) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Bakery Ingredients (Rolls & Pies) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Bakery Ingredients (Rolls & Pies) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Bakery Ingredients (Cakes & Pastries) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Bakery Ingredients (Cakes & Pastries) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Global: Bakery Ingredients (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Global: Bakery Ingredients (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Global: Bakery Ingredients (Industrial) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Global: Bakery Ingredients (Industrial) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Global: Bakery Ingredients (Foodservice) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Global: Bakery Ingredients (Foodservice) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Global: Bakery Ingredients (Retail) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Global: Bakery Ingredients (Retail) Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 43: North America: Bakery Ingredients Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: North America: Bakery Ingredients Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Europe: Bakery Ingredients Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Europe: Bakery Ingredients Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Asia Pacific: Bakery Ingredients Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Asia Pacific: Bakery Ingredients Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: Middle East and Africa: Bakery Ingredients Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: Middle East and Africa: Bakery Ingredients Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Latin America: Bakery Ingredients Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Latin America: Bakery Ingredients Market Forecast: Sales Value (in Million US\$), 2024-2032

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