

Frozen Bakery Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global frozen bakery products market size reached US\$ 29.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 39.6 Billion by 2028, exhibiting a growth rate (CAGR) of 4.3% during 2023-2028.

Frozen bakery products comprise bread, cakes, pastries, and donuts that are produced from corn, rice, wheat, barley, oats, and rye. They are convenient for logistics and transportation compared to fresh bakery products and have ice crystals to prevent microbiological degradation. In addition, they save storage space by eliminating the need to preserve fresh ingredients.

Frozen Bakery Products Market Trends:

The growing awareness among the masses about the benefits of frozen bakery products, such as highly nutritious and longer shelf life, represents one of the key factors driving the market. Moreover, there is a rise in the demand for ready-to-eat (RTE) food products due to hectic lifestyles and consequently less time for cooking. This, along with the increasing consumption of convenience food due to the rising number of working professionals across the globe, is propelling the growth of the market. Additionally, the wide availability of frozen bakery products through online and offline distribution channels is offering lucrative growth opportunities to industry investors. Besides this, key market players are extensively investing in research and development (R&D) activities to introduce gluten-free frozen baked goods. They are also focusing on advanced bake-off technologies (BOT), such as unfermented frozen

dough (UFD) and partially baked frozen bread (PBF), to reduce labor-intensive production, which is positively influencing the market. Other growth-inducing factors are rising disposable incomes, rapid urbanization, the escalating demand for western diets, and their increasing usage in restaurants and other institutional food services. Furthermore, the introduction of frozen bakery products with innovative and exotic flavors, in confluence with the rising outsourcing of non-core activities in the food and beverage (F&B) industry, is expected to increase their sales in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global frozen bakery products market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, distribution channel and end user.

Breakup by Product Type:

Bread and Rolls

Cakes and Pastries

Cookies and Biscuits

Others

Breakup by Distribution Channel:

Artisan Baker

Retail

Catering

Online Channel

Breakup by End User:

Retail

Food Service Industry

Food Processing Industry

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Aryzta AG, Associated British Foods plc, Bridgford Foods Corporation, Conagra Brands Inc., Dawn Food Products Inc., Europastry S.A., Flowers Foods, General Mills Inc., Kellogg Company, Lantm?nnen, TreeHouse Foods Inc. and Vandemoortele.

Key Questions Answered in This Report

1. How big is the global frozen bakery products market?
2. What is the expected growth rate of the global frozen bakery products market during 2023-2028?
3. What are the key factors driving the global frozen bakery products market?
4. What has been the impact of COVID-19 on the global frozen bakery products market?
5. What is the breakup of the global frozen bakery products market based on the product type?
6. What is the breakup of the global frozen bakery products market based on the

distribution channel?

7. What is the breakup of the global frozen bakery products market based on the end user?

8. What are the key regions in the global frozen bakery products market?

9. Who are the key players/companies in the global frozen bakery products market?

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