

Macarons Market Report by Product (Basic, Chocolate, Strawberry, Lemon, Lavender Coconut, and Others), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Independent Retailers, Online Channel, and Others), and Region 2024-2032

<https://marketpublishers.com/r/M14DD9FDA8A5EN.html>

Date: March 2024

Pages: 139

Price: US\$ 3,899.00 (Single User License)

ID: M14DD9FDA8A5EN

Abstracts

The global macarons market size reached US\$ 1,023.6 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,652.0 Million by 2032, exhibiting a growth rate (CAGR) of 5.3% during 2024-2032. The rising awareness about the benefits of macarons, wide availability of macarons through online and offline distribution channels, and the growing number of restaurants, cafes, and bakeries represent some of the key factors driving the market.

A macaron is a meringue-based sandwich cookie manufactured with almond flour, egg whites, powdered sugar, and food coloring. It has a smooth top, ruffled edges, and a flat bottom and filled with buttercream, ganache, and fruit-based jam. It is moist, slightly cakey, and chewy and can be decorated with chopped almonds, walnuts, raisins, or cherry bits. It can be added to ice creams, pie fillings, and puddings to enhance their taste and texture. It acts as a quick energy source and nutrition and a rich source of vitamin E, magnesium, and potassium, which assists in maintaining a healthy immune system. As it can be consumed by individuals suffering from celiac disease or gluten sensitivity, the demand for macaron is rising across the globe.

Macarons Market Trends:

At present, there is a rise in the demand for macarons among the masses around the world to avoid gluten. This, along with the thriving food and beverage (F&B) industry,

represents one of the key factors supporting the growth of the market. Besides this, the increasing need for transparency of ingredients in desserts is offering lucrative growth opportunities to industry investors. In addition, key market players are preparing macarons with natural, additive-free, and organic ingredients. They are also using plant-based colorants to provide appropriate color to macarons, which is contributing to the growth of the market. Moreover, there is an increase in the demand for keto macarons with low carbs and calorie content among health-conscious consumers across the globe. This, coupled with the rising awareness among the masses about the benefits of consuming macarons, is strengthening the growth of the market. Apart from this, the wide availability of macarons through online and offline distribution channels, along with increasing online shopping activities, is impelling the growth of the market. The growing utilization of macarons as a premium gift item is also offering a favorable market outlook. Additionally, the escalating demand for high-quality baked food products, along with inflating income levels of individuals, is positively influencing the market. Furthermore, the growing number of restaurants, cafes, and bakeries serving macarons is bolstering the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global macarons market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product and distribution channel.

Product Insights:

- Basic
- Chocolate
- Strawberry
- Lemon
- Lavender Coconut
- Others

The report has provided a detailed breakup and analysis of the macarons market based on the product. This includes basic, chocolate, strawberry, lemon, lavender coconut, and others. According to the report, chocolate represented the largest segment.

Distribution Channel Insights:

Supermarkets/Hypermarkets

Convenience Stores
Independent Retailers
Online Channel
Others

A detailed breakup and analysis of the macarons market based on the distribution channel has also been provided in the report. This includes supermarkets/hypermarkets, convenience stores, independent retailers, online channel, and others. According to the report, convenience stores represented the largest segment.

Regional Insights:

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

The report has also provided a comprehensive analysis of all the major regional

markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe was the largest market for macarons. Some of the factors driving the Europe macarons market included the increasing popularity of French cuisine, rising disposable income, and growing demand for gluten-free and vegan options.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global macarons market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies include Chantal Guillon, Dalloyau, Dana's Bakery, Jean-Paul Hevin, Jouer, Ladure?, Maison du Chocolat, Olivia Macaron, Pierre Herm?, Richart, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. How big is the global macarons market?
2. What is the expected growth rate of the global macarons market during 2024-2032?
3. What are the key factors driving the global macarons market?
4. What has been the impact of COVID-19 on the global macarons market?
5. What is the breakup of the global macarons market based on the product?
6. What is the breakup of the global macarons market based on the distribution channel?
7. What are the key regions in the global macarons market?
8. Who are the key players/companies in the global macarons market?

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