

# **Whipping Cream Market Report by Product (Dairy, Non-Dairy), Application (B2B, B2C), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialist Retailer, Online Stores, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/WA062087727AEN.html>

Date: September 2024

Pages: 149

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

ID: WA062087727AEN

## **Abstracts**

The global whipping cream market size reached US\$ 3.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.2 Billion by 2032, exhibiting a growth rate (CAGR) of 2.4% during 2024-2032. The market is primarily driven by the rising demand for dairy products, the expansion of retail and e-commerce channels, and the growth of the bakery and confectionery industries across the globe.

### **Whipping Cream Market Analysis:**

**Major Market Drivers:** The need for ready-to-use items and convenience foods among consumers is growing, which drives the whipped cream market's expansion. Additionally, busy lives and a growing preference for packaged food solutions are contributing to the market growth. Furthermore, the expansion of the baking and confectionery sectors, where whipping cream is frequently employed as a crucial component, which is driving market demand across the globe.

**Key Market Trends:** As customers become more health-conscious, there is an increasing need for whipped cream that is lower in fat and calories, consequently prompting manufacturers to create healthier product variations. In addition, businesses are emphasizing innovation by launching plant-based and organic whipped cream substitutes to appeal to the vegan and health-conscious consumer sectors.

**Geographical Trends:** Europe is leading the market due to its well-established food service industries and growing rates of dairy product consumption across the region. Additionally, the well-established markets in these regions are characterized by strong demand for premium and specialty whipping creams. Besides, rapid urbanization and increasing disposable incomes in Asia-Pacific countries are driving the growth of the whipping cream market. Furthermore, expanding the food and beverage industry in countries like China and India is a significant contributor to market growth.

**Competitive Landscape:** Some of the leading whipping cream industry include Arla Foods amla, Borden Dairy Company, Cabot Creamery (Agri-Mark Inc), Conagra Brands, Fonterra Co-operative Group Limited, Gay Lea Foods Co-operative Ltd., GCMF, Granarolo S.p.A, Gruenewald Manufacturing Company Inc., Hanan Products Co. Inc., Lactalis International and The Kraft Heinz Company, among many others.

**Challenges and Opportunities:** The market faces challenges such as fluctuating dairy costs and concern about the health effects of eating high-fat dairy products which affect consumer preferences and market stability. On the other hand, the market for organic and plant-based whipped cream has the opportunity for growth due to growing consumer awareness of health and sustainability, while businesses may benefit from this by adding these alternatives to their existing product lines.

## Whipping Cream Market Trends:

### Growth in the Bakery Retail Sector

The bakery retail sector is experiencing significant growth, which is positively impacting the whipping cream market. As consumers show an increased interest in freshly baked goods and specialty desserts, the demand for premium ingredients like whipping cream is influencing the market growth. According to Agriculture and Agri-Food Canada, retail sales of baked goods in the United States saw a compound annual growth rate (CAGR) of 5.9% from 2018 to 2022, culminating in a total of US\$ 82.9 Billion in 2022.

Additionally, the projections suggest continued growth at a CAGR of 3.1% from 2023 to 2027, with an anticipated increase to US\$ 97.7 Billion by 2027. Moreover, retail bakeries are expanding their offerings to include more diverse and sophisticated

products, which often incorporate whipping cream for its rich texture and flavor-enhancing properties. This trend toward gourmet and artisanal baked items encourages bakeries to maintain a steady supply of high-quality whipping cream. Furthermore, the growth of this sector is supported by the consumer's willingness to indulge in luxury eating experiences, which positions whipping cream as a key component in creating indulgent, high-quality treats. As a result, the burgeoning bakery retail sector is directly contributing to the whipping cream market growth.

### Increasing Dairy Output

Food and Agriculture Organization (FAO), estimates that milk output in India would reach 232 Million Tonnes, marking a 2.5% from 2022. In addition, the increasing number of dairy cows and improved milk-collecting efficiency by dairy cooperatives are influencing the market growth for dairy products, such as whipped cream. Moreover, it is anticipated that milk output in Central America and the Caribbean will increase by 1.3% in 2023 to reach 20 million tons. This increase is primarily attributed to Mexico, as it supplies 70% of the milk produced in the area. Also, Mexico is anticipated to increase its milk production by 1.8% to 14 million tons due to favorable weather and improvements in production infrastructure. This is benefiting whipped cream, which is often used in culinary applications. Besides, the increase in dairy consumption due to the shifting dietary trends and a growing emphasis on the nutritional benefits of dairy products, particularly its high protein and calcium content are influencing the market growth. Thus, this change is especially noticeable in areas experiencing rising disposable incomes and growing urbanization as dairy products become more essential to diets, thereby increasing the overall whipping cream market revenue.

### Expansion of E-commerce Channels

The significant expansion of e-commerce channels has also played a pivotal role in the accessibility and increased sales of whipping cream. The Census Bureau of the Department of Commerce reported that the estimated U.S. retail e-commerce sales for the first quarter of 2024, reached \$289.2 Billion. This represents a 2.1% increase from the fourth quarter of 2023. Comparatively, e-commerce sales in the first quarter of 2024 increased by 8.6%, while total retail sales saw a 1.5% increase over the same period. E-commerce transactions constituted 15.9% of the total retail sales in the first quarter of 2024. This shift toward online shopping makes it easier and more convenient for consumers to purchase whipping cream and other dairy products. According to the whipping cream market forecast, the expansion of retail infrastructures, physical and online will continue to facilitate the widespread distribution of whipping cream, ensuring

that it is easily available to a larger audience.

#### Whipping Cream Market Segmentation:

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

#### Breakup by Product:

Dairy

Light Whipping Cream

Heavy Whipping Cream

Others

Non-Dairy

Dairy accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product. This includes dairy (light whipping cream, heavy whipping cream, and others), and non-dairy. According to the report, dairy represented the largest segment.

Dairy whipping cream is derived from the high-fat content of cow's milk and is a staple in culinary and commercial baking for its rich flavor and superior texture. Additionally, the popularity of dairy whipping cream is due to its historical usage in sauces, coffees, and desserts owing to its unmatched ability to whip into soft peaks while maintaining their form. Furthermore, the market for dairy whipped cream is driven by customer preference for natural, highly flavorful products. Besides, dairy whipped cream is also widely accessible in a range of fat contents to suit diverse culinary requirements and dietary choices, thus creating a positive whipping cream market outlook. For instance, in July 2023, Lactalis American Group launched President Whipped Creme, a new premium line of whipped creme under the widely recognized global dairy label which is crafted from a traditional Chantilly recipe. This French-style whipped creme is designed to elevate any basic dish into a luxurious, artisan creation, offering a genuine fine dining

experience straight from the can.

#### Breakup by Application:

B2B

B2C

B2B holds the largest share of the industry

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes B2B and B2C. According to the report, B2B accounted for the largest market share.

According to the whipping cream market overview, the business-to-business (B2B) sector is gaining popularity due to its consistent need for bulk quantities of whipping cream, ensuring steady sales volumes for manufacturers. Additionally, the business-to-business (B2B) sector includes uses in various industries such as bakeries, restaurants, coffee shops, and other food service establishments that rely on high-quality whipping cream for cooking and finishing dishes. Additionally, whipping cream is essential for creating desserts, specialty coffees, sauces, and soups, providing a rich texture and flavor that enhances the overall culinary experience. Moreover, the versatility of whipping cream in professional kitchens continues to underpin its substantial share in the market.

#### Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Specialist Retailer

Online Stores

Others

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, specialist retailer, online stores, and others.

Supermarkets and hypermarkets offer extensive product assortments and the convenience of finding multiple brands and types under one roof. They offer a wide range of whipping creams, from generic store brands to premium labels, providing consumers with numerous choices based on fat content, price, and flavor. Additionally, the presence of physical stores allows consumers to assess product freshness directly, an important consideration for dairy products. These outlets also frequently run promotions and discounts, which attract bulk buyers and regular customers seeking value for their money.

Convenience stores cater to immediate or impulsive buying needs, making them a vital distribution channel for whipping cream. These stores are typically located in urban areas, gas stations, or near residential complexes, providing easy access for quick purchases. While the range of whipping cream might be more limited, the convenience of these stores makes them a popular choice for consumers needing to quickly pick up a carton alongside other essentials. Additionally, the convenience stores offer the advantages of their extended hours and proximity across the region.

Specialist retailers in the whipping cream market include gourmet shops and dedicated dairy stores that focus on high-quality or niche products. These outlets often stock organic, artisan, or locally sourced whipping creams, catering to a more discerning clientele. Additionally, shoppers at specialist retailers are typically looking for superior taste, specific production methods, or specialty ingredients. These stores also offer expert advice and a more personalized shopping experience, which can be crucial for consumers making more informed or ethical purchasing decisions. For instance, President Whipped Creme launched in July 2023, was available for purchase at select U.S. retailers such as Harris Teeter, Stop & Shop, and Raley's, and through Lactalis' online platform, Cheese2U.com.

Online stores are gaining traction with the rise of e-commerce which has significantly impacted the distribution of whipping cream, with online stores providing a convenient platform for consumers to explore and purchase a wide array of products from the comfort of their homes. Additionally, online retailers offer detailed product descriptions, customer reviews, and competitive pricing, which can be appealing to tech-savvy shoppers. Moreover, the growing trend of online grocery shopping and the availability of rapid delivery services have made it easier for consumers to obtain perishable items like

whipping cream with assurance of quality and freshness.

#### 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

Europe leads the market, accounting for the largest whipping cream market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe was the largest regional market for whipping cream.

The market in Europe is primarily driven by the high consumption rates of dairy products and a robust culinary tradition that emphasizes cream-based dishes. Additionally, European consumers show a strong preference for whipped cream in both cooking and desserts, reflecting the region's rich gastronomic heritage. Moreover, Europe boasts a well-established dairy industry, characterized by stringent quality standards and innovative product offerings, such as organic and reduced-fat whipping creams. Besides, the presence of numerous local and international dairy brands fosters a competitive market environment, encouraging continuous product improvement and marketing. Hence, this region's dominance is also supported by its advanced distribution networks, which efficiently cater to the extensive demand across both urban and rural areas.

#### Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies



have also been provided. Some of the major market players in the whipping cream industry include Arla Foods amba, Borden Dairy Company, Cabot Creamery (Agri-Mark Inc), Conagra Brands, Fonterra Co-operative Group Limited, Gay Lea Foods Co-operative Ltd., GCMMF, Granarolo S.p.A, Gruenewald Manufacturing Company Inc., Hanan Products Co. Inc., Lactalis International and The Kraft Heinz Company.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

At present, key players are intensifying their efforts to bolster market growth through a variety of strategic initiatives. Additionally, several companies are focusing on product innovation, introducing new flavors and formulations that cater to evolving consumer preferences for healthier and more sustainable options. There's also a significant investment in expanding production capacities to meet the growing global demand. Additionally, major brands are enhancing their distribution networks, in traditional retail and through e-commerce platforms, to ensure wider accessibility. Furthermore, marketing strategies are also being refined, with a heavy emphasis on digital advertising and social media campaigns to engage younger demographics and expand market penetration. These concerted efforts are crucial in maintaining the dynamism and growth of the whipping cream industry. For instance, Whipnotic announced that its swirled whipped creams are suitable for Keto diets, gluten-free, and free from artificial flavors with each serving containing only 15 calories and 1 gram of sugar.

#### Whipping Cream Market News:

In January 2023, Alamance Foods launched Whipt, a plant-based alternative to whipped cream available in oat, almond, and coconut varieties. The company highlights the oat version as a pioneering product, noted for its vanilla flavor. Additionally, whipt is designed to be vegan-friendly, providing vegans with a whipped cream experience that is mindful of health, taste, and environmental impact. Alamance Foods anticipates a growing demand for such products, especially in a post-pandemic era where health awareness is increasingly prioritized. The company also foresees a growing preference for light-whipping creams with lower fat content.

In September 2023, Whipnotic, known for its swirled whipped cream, expanded its product line to include two new flavors, Brownie Batter and Peach Mango. The company utilizes real cream and skim milk in its products, which are dispensed from cans equipped with innovative nozzle technology.

### Key Questions Answered in This Report:

How has the global whipping cream market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global whipping cream market?

What is the impact of each driver, restraint, and opportunity on the global whipping cream market?

What are the key regional markets?

Which countries represent the most attractive whipping cream market?

What is the breakup of the market based on the product?

Which is the most attractive product in the whipping cream market?

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