

Global Mooncake Market Growth 2025-2031

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Abstracts

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The global Mooncake market size is predicted to grow from US\$ 2406 million in 2025 to US\$ 2944 million in 2031; it is expected to grow at a CAGR of 3.4% from 2025 to 2031.

Moon cakes are a carrier of thousands of years of historical tradition in our country, and they are the crystallization of etiquette, emotion and culture. In the eyes of Chinese people, eating moon cakes every Mid-Autumn Festival has become a custom, a habit, and a fixed pattern. Mooncake sales suffered a severe blow in 2013-2014, because the central government banned officials from giving and receiving high-end mooncakes. The warning from the Chinese government led to a decline in mainland mooncake sales in the past two years. The recovery of the mooncake market in 2015-2016 was obviously driven by the demand for low- and medium-priced mooncakes by households and companies, and the mooncake market tended to become civilians. After several years of adaptation and adjustment, the industry has eliminated some outdated production capacity, brand concentration is getting higher and higher, moon cake products have basically returned to the natural attributes of traditional food and culture, and the Mid-Autumn Festival market has gradually entered a trend of stable development.

Global Mooncake key players include Meixin Food Co.,Ltd., Huamei Group, Suzhou Daoxiangcun, Jiahua Food, etc. Global top four manufacturers hold a share over 10%. China is the largest market, with a share over 95%, followed by Japan, and Southeast Asia. In terms of product, Cantonese Mooncakes is the largest segment, with a share about 65%. And in terms of application, the largest application is Independent Retailer, followed by Online Retailer, Specialist Retailer, Supermarkets and Hypermarkets, Convenience Store.

LP Information, Inc. (LPI) ' newest research report, the "Mooncake Industry Forecast"

looks at past sales and reviews total world Mooncake sales in 2024, providing a comprehensive analysis by region and market sector of projected Mooncake sales for 2025 through 2031. With Mooncake sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Mooncake industry.

This Insight Report provides a comprehensive analysis of the global Mooncake landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Mooncake portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Mooncake market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Mooncake and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Mooncake.

This report presents a comprehensive overview, market shares, and growth opportunities of Mooncake market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Cantonese Mooncakes

Beijing-style Mooncake

Suzhou-style Mooncakes

Segmentation by Application:

Supermarkets and Hypermarkets

Independent Retailer

Convenience Store

Specialist Retailer

Online Retailer

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Meixin Food Co.,Ltd.

Huamei Group

Guangzhou Restaurant Group Co., Ltd.

Wing Wah Food

Beijing Daoxiangcun

Shanghai Xinghualou (Group) Co., Ltd.

Suzhou Daoxiangcun

Ganso

Xian Maky

Jiahua Food

Taipan Bread & Cakes

Forgain

Key Questions Addressed in this Report

What is the 10-year outlook for the global Mooncake market?

What factors are driving Mooncake market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Mooncake market opportunities vary by end market size?

How does Mooncake break out by Type, by Application?

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