

Bread Improvers Market by Type (Emulsifiers, Enzymes, Oxidizing Agents, Reducing Agents, and Acidulants), Application (Bread, Buns, & Rolls, Cakes, Pastries, Pizza Dough), Form (Powdered, Liquid), End Users and Region - Global Forecast to 2028

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Abstracts

The bread improvers market is projected to grow from USD 1.5 Billion in 2023 to USD 1.9 Billion by 2028, at a CAGR of 5.9% during the forecast period. The main factor propelling the market expansion for bread improvers is consumers' growing choice for convenient meals and baked goods with improved quality, texture, and shelf life. With the increasingly agitated nature of modern living, customers are looking for easy food options that fit into their demanding schedules. Customers also anticipate greater quality and freshness in addition to ease when purchasing bakery goods.

Moreover, bread improvers have gained significant traction in the baking industry, offering consumers a healthier and more natural option for their baked goods. For instance, in October 2021, Glanbia plc (Ireland), a key player in the bread improvers market, introduced the OvenPro Series, offering a range of ingredient solutions to enhance the nutrition, flavor, texture, and stability of baked goods. This new series caters to the growing consumer demand for high-protein bakery products while maintaining low levels of sugar and net carbs.

Furthermore, enzymes have emerged as a clean label solution in the bread improvers market. Companies like Puratos, AB Mauri, Corbion, and ADM have responded to the growing demand for clean ingredients by introducing clean label dough improvers featuring enzyme building blocks such as S500, Arctic, Pristine, and Encore, respectively. In February 2018, Blagden Specialty Chemicals Ltd (UK) also expanded its product portfolio with the introduction of "Glutender Plus," a gluten-free bread

improver. These innovative products are poised to stimulate demand for bread improvers, particularly among industrial bakeries.

“The bread, buns, and rolls segment holds the leading position within the application segment of the bread improvers market.”

Changing consumer lifestyles, increasing urbanization, and rising disposable incomes are driving the demand for convenient bakery products like bread, buns, and rolls. Moreover, innovations in product formulations and the introduction of new flavors and varieties are further fueling consumer interest and contributing to the segment's growth. As a result, the bread, buns, and rolls segment is expected to remain at the forefront of the bread improvers market's expansion during the projected period.

With urbanization on the rise, more people are living in metropolitan areas where access to freshly baked goods may be limited, making packaged bread products a convenient option for on-the-go consumption. According to the World of Statistics (2023), the higher consumption of bread in certain countries such as 199.6kg in Turkey, 135kg in Serbia, 131.1kg in Bulgaria, and 70kg in European countries which includes Greece, Denmark, Poland, and about 33.5kg in Mexico and 17kg in the US underscores the role of urbanization in driving the demand for convenient packaged bread products. Additionally, as disposable incomes increase, consumers are willing to spend more on premium bakery products that offer superior taste, texture, and quality. Manufacturers are constantly introducing new flavors, varieties, and packaging formats to cater to evolving consumer preferences and tastes. For example, the introduction of artisanal breads, whole grain options, and specialty rolls appeals to health-conscious consumers seeking healthier alternatives. Thus, as consumer demand for convenient, high-quality bakery products continues to grow, this segment is expected to remain a key driver of market growth.

“Powdered improvers are dominant within the form segment of the market.”

Powdered bread improvers are a convenient and easy-to-use option that provides bakery manufacturers with flexibility and convenience during the production process. The dry form makes it easy to handle, store, and dose precisely, making it ideal for effective integration into dough compositions. Additionally, the even dispersion of powdered improvers throughout the dough guarantees consistent texture, volume, and shelf life. This continuous dispersion helps bakeries achieve consumer expectations for dependably high-quality products by improving overall quality and standardizing baked goods.

Moreover, powdered bread improvers are adaptable and work well with a variety of baked goods, such as cakes, bread, rolls, and pastries. They are a flexible choice for bakeries to improve the functionality of the baked goods across a range of product categories because of their flexibility to adjust to diverse recipes and baking techniques.

"Within the forecast period, the Asia Pacific region emerges as the fastest-growing market segment within the bread improvers industry."

The bread improvers market is projected to experience accelerated growth in the Asia Pacific region during the forecast period. This growth can be attributed to several key factors, including the expanding middle-class demographic with higher disposable incomes, increasing urbanization rates, and the adoption of Western dietary preferences. According to the DPO International report on Key trends and market examples in Bakery, 2022, some Thai people are willing to wait for hours for freshly baked French crescent-shaped pastries called "croissants. By offering high-quality, freshly baked croissants alongside other artisanal baked goods, bakeries can cater to the evolving tastes and preferences of their customers, thereby driving sales and expanding their market presence. This trend underscores the importance for bakeries to prioritize quality and freshness in their offerings, presenting a significant opportunity for bread improvers to enhance the production processes and meet the rising demand for high-quality bakery goods in the region.

The population growth and changing lifestyles in these developing nations have pushed customers to seek out products that offer the most health benefits. A proposal by the Health Ministry was accepted by the Malaysian Cabinet in April 2022, requiring wheat flour manufacturers to fortify their flour with nutrients including iron and folic acid for women's and infants' nutrition. The proposal was in line with the World Health Organization (WHO). This move reflects a growing awareness of the importance of nutritional intake, especially in regions experiencing rapid population growth and shifts in lifestyle, where dietary deficiencies can pose significant health risks, particularly for women and infants. Manufacturers could incorporate certain nutrients into bread improvers to contribute to overall nutritional intake, further aligning with the goals of improving public health through staple foods.

The break-up of the profile of primary participants in the bread improvers market:

By Company Type: Tier 1 – 45%, Tier 2 – 33%, and Tier 3 – 22%

By Designation: C Level – 44%, Director Level – 34%, Others-22%

By Region: North America – 20%, Europe – 25%, Asia Pacific – 45%, South America – 5%, and Rest of the World – 5%

Prominent companies are Puratos (Belgium), Corbion (Netherlands), AB Mauri (US), Lesaffre (France), and DSM (Netherlands) among others.

Research Coverage:

This research report categorizes the bread improvers market by Type (Emulsifiers, Enzymes, Oxidizing Agents, Reducing Agents, and Acidulants), Application (Bread, Buns, and Rolls, Cakes, Pastries, Pizza Dough, and Other Bakery Products), Form (Powdered Improvers, and Liquid Improvers), End Users (Artisanal Bakeries, Bakery Chains, Industrial Bakeries, Quick-services Restaurants, and Others), and Region (North America, Europe, Asia Pacific, South America, and RoW). The report covers information about the key factors, such as drivers, restraints, opportunities, and challenges impacting the growth of the bread improvers market. It also provides a detailed analysis of the major players in the market including their business overview, products offered; key strategies; partnerships, new product launches, and acquisitions. Competitive benchmarking of upcoming startups in the bread improvers market is covered in this report.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall bread improvers market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing demand for clean-label products, Innovative bread product offerings by bakery product manufacturers, Rising health concerns to drive the demand for organic bread improvers, and Rising demand for convenience food products

in the market), restraints (Adherence to international quality standards and regulations for baking ingredient products, and Increasing production costs & fluctuation in raw materials), opportunity (Expanding applications of bread improvers present opportunities for bakery manufacturers, and Use of enzymes as an alternative to emulsifiers for reduction in production costs), and challenges (Reduction in the consumption of bakery products containing chemical ingredients) influencing the growth of the bread improvers market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the bread improvers market.

Market Development: Comprehensive information about lucrative markets – the report analyses the bread improvers market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the bread improvers market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Puratos (Belgium), Corbion (Netherlands), AB Mauri (US), Lesaffre (France), and DSM (Netherlands) among others in the bread improvers market strategies. The report also helps stakeholders understand the bread improvers market and provides them with information on key market drivers, restraints, challenges, and opportunities.

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