

Doughnuts Market Forecasts to 2032 – Global Analysis By Product Type (Chocolate Doughnut, Fruit Flavored Doughnut, Glazed Doughnut, Mini & Bite-Sized Doughnuts, Savory Doughnuts and Other Product Types), Type, Distribution Channel, End User and By Geography

<https://marketpublishers.com/r/D20114BC21FBEN.html>

Date: April 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: D20114BC21FBEN

Abstracts

According to Statistics MRC, the Global Doughnuts Market is accounted for \$11.8 billion in 2025 and is expected to reach \$17.6 billion by 2032 growing at a CAGR of 5.8% during the forecast period. A doughnut is a sweet, deep-fried pastry typically shaped like a ring or filled with various ingredients such as jam, cream, or custard. It is made from dough that is leavened with yeast or baking powder, resulting in a soft and fluffy texture. Doughnuts are often coated with sugar, glaze, or frosting and may be topped with sprinkles, nuts, or other decorations. They are a popular snack or dessert enjoyed worldwide, with regional variations in flavors and preparation methods.

According to a consumer research report of Krispy Kreme Doughnut Inc., one of the emerging companies in America, 51% of consumers preferred buying freshly baked donut through Delivery Fresh Daily (DFD).

Market Dynamics:

Driver:

Expansion of quick service restaurants (QSRs) and bakery chains

The rapid growth of Quick Service Restaurants (QSRs) and bakery chains is a major

driver for the doughnuts market. Brands like Dunkin' Donuts and Krispy Kreme are expanding their global presence, increasing accessibility to doughnuts. The convenience and affordability of doughnuts make them a popular choice in QSRs. Additionally, the introduction of innovative flavors and limited-edition offerings attracts customers. The rise of 24/7 bakeries and coffee shops also contributes to the market's growth.

Restraint:

Health concerns and growing focus on nutrition

Health concerns related to high sugar and calorie content in doughnuts act as a restraint for market growth. Increasing consumer awareness about obesity and diabetes is shifting preferences toward healthier snacks. Regulatory pressures to reduce sugar and trans fats in baked goods further challenge the market. Small-scale bakeries face difficulties in reformulating recipes to meet health standards. These factors limit the consumption of traditional doughnuts among health-conscious consumers.

Opportunity:

Technological advancements in production & packaging

Technological advancements in doughnut production and packaging present significant opportunities for market growth. Automated production lines enhance efficiency and consistency in large-scale manufacturing. Innovations in eco-friendly packaging materials align with sustainability trends, attracting environmentally conscious consumers. Digital platforms for online ordering and customization improve customer engagement. Additionally, advancements in shelf-life extension technologies help reduce food waste and improve distribution.

Threat:

Competition from healthier snack alternatives

The growing popularity of healthier snack alternatives, such as protein bars and baked chips, poses a threat to the doughnuts market. Consumers are increasingly opting for low-calorie, nutrient-dense snacks over indulgent treats. The rise of gluten-free and keto-friendly products further intensifies competition. Established snack brands are investing heavily in marketing healthier options. This shift in consumer preferences challenges

the growth of traditional doughnut sales.

Covid-19 Impact:

The COVID-19 pandemic had a dual impact on the doughnuts market. On one hand, the closure of bakeries and QSRs during lockdowns led to a decline in sales. On the other hand, the rise of home baking and online delivery services partially offset the losses. Consumers sought comfort foods like doughnuts during the pandemic, boosting demand. However, supply chain disruptions and labor shortages affected production. The market is recovering as restrictions ease and consumer confidence returns.

The chocolate doughnut segment is expected to be the largest during the forecast period

The Chocolate Doughnut segment is expected to account for the largest market share during the forecast period. due to its widespread popularity among all age groups. Chocolate-flavored products consistently attract consumers due to their indulgent taste. Innovations like chocolate-filled and double-glazed doughnuts further drive demand. This segment is particularly strong in North America and Europe. The affordability and availability of chocolate doughnuts in QSRs and supermarkets also support their market dominance.

The food service channels segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Food Service Channels segment is predicted to witness the highest growth rate due to the expansion of QSRs and cafes. Increasing consumer preference for dining out and on-the-go snacks boosts this segment. The integration of digital ordering systems enhances customer convenience. Partnerships between doughnut brands and coffee chains also drive growth. Urbanization and busy lifestyles further contribute to the segment's rapid expansion.

Region with largest share:

During the forecast period, the North Americaregion is expected to hold the largest market share due to the high consumption of doughnuts in the region. The presence of major brands like Dunkin' Donuts and Krispy Kreme drives market growth. Cultural preferences for sweet snacks and breakfast pastries also play a significant role. Additionally, marketing campaigns and seasonal offerings attract consumers and the

region's well-established food service industry supports the widespread availability of doughnuts.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to increasing urbanization and Western influence. Rising disposable incomes and changing dietary habits boost the demand for doughnuts. The expansion of international QSR chains in countries like China and India drives market growth. Local bakeries are also adopting global trends to attract customers. Government initiatives to modernize the food industry further support market expansion.

Key players in the market

Some of the key players in Doughnuts Market include JAB Holding Company, The Restaurant Brands International, Inc., Daylight Donut Flour Co. LLC, Doughnut Time, Grupo Bimbo, J.CO Donuts & Coffee, Dunkin Brands, Inc., McDonald's Corporation, MTY Food Group Inc., Retail Food Group, Mighty-O Donuts, Krispy Kreme, Inc., McKee Foods Corporation, Shipley Do-Nuts, Starbucks Coffee Company, and Cargill, Incorporated.

Key Developments:

In March 2024, Krispy Kreme launched a new line of low-sugar, gluten-free doughnuts, catering to health-conscious consumers. These doughnuts are made with alternative sweeteners and gluten-free flour, offering a guilt-free indulgence.

In March 2024, Tim Hortons announced the rollout of eco-friendly packaging for its doughnuts, replacing plastic with biodegradable materials. This initiative aligns with global sustainability goals.

In February 2024, Doughnut Time, an Australian chain, introduced a digital customization platform, allowing customers to design their own doughnuts online with various toppings, fillings, and glazes.

Product Types Covered:

Chocolate Doughnut

Fruit Flavored Doughnut

Glazed Doughnut

Mini & Bite-Sized Doughnuts

Savory Doughnuts

Other Product Types

Types Covered:

Yeast Doughnut

Cake Doughnut

Filled Doughnuts

Other Types

Distribution Channels Covered:

Food Service Channels

Retail Channels

Other Distribution Channels

End Users Covered:

Individual Consumers

Cafes & Coffee Chains

Corporate & Institutional Buyers

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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