

# Fondant Market Forecasts to 2030 – Global Analysis By Product Type (Rolled Fondant, Poured Fondant and Sculpting Fondant), Form, Flavor, Distribution Channel, Application, End User and By Geography

<https://marketpublishers.com/r/F865EE874CAFEN.html>

Date: April 2025

Pages: 150

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

ID: F865EE874CAFEN

## Abstracts

According to Statistics MRC, the Global Fondant Market is accounted for \$857.33 million in 2024 and is expected to reach \$1110.07 million by 2030 growing at a CAGR of 4.4% during the forecast period. Fondant is a smooth, pliable icing made from sugar, water, and gelatin or glycerin, commonly used for cake decorating. It provides a sleek, polished finish and can be molded into various shapes for intricate designs. Available in rolled and poured forms, fondant is favored for its versatility in creating detailed decorations. It helps seal moisture in cakes, extending freshness. Widely used in baking, fondant enhances both the aesthetic and texture of desserts.

According to Statista, the global confectionery market generates approximately 586.2 billion U.S. dollars in annual revenue.

Market Dynamics:

Driver:

Rising popularity of cake decorating

The increasing trend of professional and amateur cake decorating fueled by social media platforms and baking shows, has significantly boosted the fondant market. The growing number of cake decorating enthusiasts, bakeries, and pastry shops has created substantial demand for high-quality fondant products. The rise of celebration cakes for special occasions, coupled with consumers' desire for visually appealing and

customized desserts, continues to drive market growth across both professional and home baking segments.

#### Restraint:

##### Health concerns related to sugar content

Growing awareness of health issues related to excessive sugar consumption poses a significant challenge to the fondant market. Consumer shifts towards healthier alternatives and increasing concerns about diabetes and obesity have led to reduced consumption of sugar-based products. The high sugar content in traditional fondant formulations has prompted some consumers to seek alternative decorating options, impacting market growth and forcing manufacturers to innovate with healthier formulations.

#### Opportunity:

##### Growing demand for natural and organic fondant

The increasing consumer preference for natural and organic ingredients presents significant opportunities in the fondant market. Manufacturers are developing new formulations using natural colorants, organic sweeteners, and clean-label ingredients to meet this growing demand. The trend towards healthier, more sustainable confectionery products has created a niche market for premium organic fondant products, attracting health-conscious consumers and expanding market potential.

#### Threat:

##### Competition from established players

The presence of well-established manufacturers with strong distribution networks and brand recognition creates significant entry barriers for new players. These companies' ability to maintain competitive pricing, invest in research and development, and quickly adapt to changing market demands poses challenges for smaller manufacturers. The intense competition often leads to price wars and market saturation, potentially affecting profit margins and market stability.

#### Covid-19 Impact:

The Covid-19 pandemic initially disrupted supply chains and reduced commercial bakery operations. However, the increased interest in home baking during lockdowns partially offset these impacts. The rise in online baking tutorials and virtual cake decorating classes maintained demand for fondant products, while manufacturers adapted by strengthening their e-commerce presence and direct-to-consumer sales channels.

The sculpting fondant segment is expected to be the largest during the forecast period

The sculpting fondant segment is expected to account for the largest market share during the forecast period due to its versatility and superior modeling capabilities in cake decoration. This segment's growth is driven by the increasing demand for elaborately decorated cakes for special occasions and the rising popularity of 3D cake designs. Professional bakers and cake artists prefer sculpting fondant for its pliability, smooth finish, and ability to maintain intricate shapes.

The liquid segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the liquid segment is predicted to witness the highest growth rate due to its convenience and versatility in various applications. This segment's expansion is driven by its ease of use in commercial bakeries, confectionery manufacturing, and industrial food production. The increasing demand for ready-to-use liquid fondant in mass production settings, coupled with its consistent quality and efficient application methods, contributes to its rapid market growth.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share due to its strong pastry and confectionery traditions, particularly in countries like France, Germany, and Italy. The region's sophisticated bakery sector, coupled with high consumer appreciation for artisanal confections, drives market growth. The presence of numerous professional bakeries and pastry schools, along with increasing demand for decorated cakes, maintains Europe's market dominance.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by increasing westernization of food habits and rising disposable incomes. The growing popularity of European-style pastries and celebration cakes in countries

like China, Japan, and India fuels market expansion. The region's expanding bakery industry and increasing number of pastry professionals contribute to rapid market growth.

### Key players in the market

Some of the key players in Fondant Market include Wilton Industries, Satin Ice, Renshaw Baking, Fondarific, Cake Craft Group, DecoPac Inc., Carma Industries, BakeMark USA, Fondant Source, Massa Ticino, Arctos Creme Sp. z o.o., Barry Callebaut Schweiz AG, Bob's Red Mill Natural Foods, Cake & Craft, Dawn Food Products, Inc. and Global Sugar Art.

### Key Developments:

In February 2025, Dawn Foods, a global leader in bakery ingredients, is expanding its Royal Steensma product line in the U.S. with the introduction of two new items, Blueberry Compound Coating and Hard Set Milk Chocolate Compound Coating. Following its acquisition of Royal Steensma in 2024, Dawn Foods now offers a comprehensive range of premium coatings and almond paste for artisanal bakers. These two new items will be available in the U.S. in March 2025.

In November 2024, MERGE, an integrated technology and marketing services provider, is bringing the art of creating, sharing and joy of baking and decorating to life with the first advertising campaign for Wilton. Wilton, a leader in baking and decorating, debuted its bold new advertising campaign entitled "The Wonderful World of Wilton" today, marking a significant milestone in the brand's ongoing evolution.

In October 2023, Wilton, a leader in baking and decorating debuted its first advertising campaign today, marking a significant milestone in the brand's ongoing evolution. The campaign, entitled "The Wonderful World of Wilton" is a vibrant celebration of the joy and creativity found in baking and decorating and dares bakers of all skill levels to explore their creative potential with Wilton's extensive range of products. This campaign underscores Wilton's commitment to promoting the benefits of home baking and decorating and marks an exciting new chapter in its legacy of education and inspiration.

### Product Types Covered:

Rolled Fondant (Sugar Paste)

Poured Fondant

Sculpting Fondant

Forms Covered:

Ready-to-Use

Powder Mix

Liquid Base

Flavors Covered:

Vanilla Flavor

Chocolate Flavor

Fruit Flavor

Other Flavors

Distribution Channels Covered:

B2B

B2C

Applications Covered:

Bakery Products

Confectionery

**End Users Covered:**

Commercial

Artisanal

Household/Home Bakers

**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 2022, 2023, 2024, 2026, and 2030
- 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

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL FONDANT MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Rolled Fondant (Sugar Paste)
- 5.3 Poured Fondant
- 5.4 Sculpting Fondant

## **6 GLOBAL FONDANT MARKET, BY FORM**

- 6.1 Introduction
- 6.2 Ready-to-Use
- 6.3 Powder Mix
- 6.4 Liquid Base

## **7 GLOBAL FONDANT MARKET, BY FLAVOR**

- 7.1 Introduction
- 7.2 Vanilla Flavor
- 7.3 Chocolate Flavor
- 7.4 Fruit Flavor
- 7.5 Other Flavors

## **8 GLOBAL FONDANT MARKET, BY DISTRIBUTION CHANNEL**

- 8.1 Introduction
- 8.2 B2B
  - 8.2.1 Direct Sales
  - 8.2.2 Wholesale Distribution
- 8.3 B2C
  - 8.3.1 Specialty Stores
  - 8.3.2 Supermarkets/Hypermarkets
  - 8.3.3 Online Retail
  - 8.3.4 Baking Supply Stores

## **9 GLOBAL FONDANT MARKET, BY APPLICATION**

- 9.1 Introduction
- 9.2 Bakery Products

- 9.2.1 Cakes & Wedding Cakes
- 9.2.2 Cupcakes & Pastries
- 9.2.3 Specialty Desserts
- 9.3 Confectionery
  - 9.3.1 Chocolates & Candies
  - 9.3.2 Decorative Elements
  - 9.3.3 Custom Creations

## **10 GLOBAL FONDANT MARKET, BY END USER**

- 10.1 Introduction
- 10.2 Commercial
- 10.3 Artisanal
- 10.4 Household/Home Bakers

## **11 GLOBAL FONDANT MARKET, BY GEOGRAPHY**

- 11.1 Introduction
- 11.2 North America
  - 11.2.1 US
  - 11.2.2 Canada
  - 11.2.3 Mexico
- 11.3 Europe
  - 11.3.1 Germany
  - 11.3.2 UK
  - 11.3.3 Italy
  - 11.3.4 France
  - 11.3.5 Spain
  - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
  - 11.4.1 Japan
  - 11.4.2 China
  - 11.4.3 India
  - 11.4.4 Australia
  - 11.4.5 New Zealand
  - 11.4.6 South Korea
  - 11.4.7 Rest of Asia Pacific
- 11.5 South America
  - 11.5.1 Argentina

- 11.5.2 Brazil
- 11.5.3 Chile
- 11.5.4 Rest of South America
- 11.6 Middle East & Africa
  - 11.6.1 Saudi Arabia
  - 11.6.2 UAE
  - 11.6.3 Qatar
  - 11.6.4 South Africa
  - 11.6.5 Rest of Middle East & Africa

## **12 KEY DEVELOPMENTS**

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

## **13 COMPANY PROFILING**

- 13.1 Wilton Industries
- 13.2 Satin Ice
- 13.3 Renshaw Baking
- 13.4 Fondarific
- 13.5 Cake Craft Group
- 13.6 DecoPac Inc.
- 13.7 Carma Industries
- 13.8 BakeMark USA
- 13.9 Fondant Source
- 13.10 Massa Ticino
- 13.11 Arctos Creme Sp. z o.o.
- 13.12 Barry Callebaut Schweiz AG
- 13.13 Bob's Red Mill Natural Foods
- 13.14 Cake & Craft
- 13.15 Dawn Food Products, Inc.
- 13.16 Global Sugar Art

## List Of Tables

### LIST OF TABLES

- Table 1 Global Fondant Market Outlook, By Region (2022-2030) (\$MN)
- Table 2 Global Fondant Market Outlook, By Product Type (2022-2030) (\$MN)
- Table 3 Global Fondant Market Outlook, By Rolled Fondant (Sugar Paste) (2022-2030) (\$MN)
- Table 4 Global Fondant Market Outlook, By Poured Fondant (2022-2030) (\$MN)
- Table 5 Global Fondant Market Outlook, By Sculpting Fondant (2022-2030) (\$MN)
- Table 6 Global Fondant Market Outlook, By Form (2022-2030) (\$MN)
- Table 7 Global Fondant Market Outlook, By Ready-to-Use (2022-2030) (\$MN)
- Table 8 Global Fondant Market Outlook, By Powder Mix (2022-2030) (\$MN)
- Table 9 Global Fondant Market Outlook, By Liquid Base (2022-2030) (\$MN)
- Table 10 Global Fondant Market Outlook, By Flavor (2022-2030) (\$MN)
- Table 11 Global Fondant Market Outlook, By Vanilla Flavor (2022-2030) (\$MN)
- Table 12 Global Fondant Market Outlook, By Chocolate Flavor (2022-2030) (\$MN)
- Table 13 Global Fondant Market Outlook, By Fruit Flavor (2022-2030) (\$MN)
- Table 14 Global Fondant Market Outlook, By Other Flavors (2022-2030) (\$MN)
- Table 15 Global Fondant Market Outlook, By Distribution Channel (2022-2030) (\$MN)
- Table 16 Global Fondant Market Outlook, By B2B (2022-2030) (\$MN)
- Table 17 Global Fondant Market Outlook, By Direct Sales (2022-2030) (\$MN)
- Table 18 Global Fondant Market Outlook, By Wholesale Distribution (2022-2030) (\$MN)
- Table 19 Global Fondant Market Outlook, By B2C (2022-2030) (\$MN)
- Table 20 Global Fondant Market Outlook, By Specialty Stores (2022-2030) (\$MN)
- Table 21 Global Fondant Market Outlook, By Supermarkets/Hypermarkets (2022-2030) (\$MN)
- Table 22 Global Fondant Market Outlook, By Online Retail (2022-2030) (\$MN)
- Table 23 Global Fondant Market Outlook, By Baking Supply Stores (2022-2030) (\$MN)
- Table 24 Global Fondant Market Outlook, By Application (2022-2030) (\$MN)
- Table 25 Global Fondant Market Outlook, By Bakery Products (2022-2030) (\$MN)
- Table 26 Global Fondant Market Outlook, By Cakes & Wedding Cakes (2022-2030) (\$MN)
- Table 27 Global Fondant Market Outlook, By Cupcakes & Pastries (2022-2030) (\$MN)
- Table 28 Global Fondant Market Outlook, By Specialty Desserts (2022-2030) (\$MN)
- Table 29 Global Fondant Market Outlook, By Confectionery (2022-2030) (\$MN)
- Table 30 Global Fondant Market Outlook, By Chocolates & Candies (2022-2030) (\$MN)
- Table 31 Global Fondant Market Outlook, By Decorative Elements (2022-2030) (\$MN)
- Table 32 Global Fondant Market Outlook, By Custom Creations (2022-2030) (\$MN)

Table 33 Global Fondant Market Outlook, By End User (2022-2030) (\$MN)

Table 34 Global Fondant Market Outlook, By Commercial (2022-2030) (\$MN)

Table 35 Global Fondant Market Outlook, By Artisanal (2022-2030) (\$MN)

Table 36 Global Fondant Market Outlook, By Household/Home Bakers (2022-2030) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Fondant Market Forecasts to 2030 – Global Analysis By Product Type (Rolled Fondant, Poured Fondant and Sculpting Fondant), Form, Flavor, Distribution Channel, Application, End User and By Geography

Product link: <https://marketpublishers.com/r/F865EE874CAFEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F865EE874CAFEN.html>