

Cookie and Cracker Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Cookie, Cracker), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/C8CCA007883EEN.html>

Date: September 2025

Pages: 184

Price: US\$ 4,500.00 (Single User License)

ID: C8CCA007883EEN

Abstracts

Market Overview

Global Cookie and Cracker Market was valued at USD 106.44 Billion in 2024 and is expected to grow to USD 138.81 Billion by 2030 with a CAGR of 4.52%. The global cookie and cracker market is witnessing steady growth driven by changing consumer lifestyles, increasing demand for convenient snacking options, and rising preference for on-the-go bakery products. Health-conscious consumers are fueling demand for low-sugar, gluten-free, and organic varieties, prompting manufacturers to innovate with new ingredients and formulations. Premiumization and flavor diversification have become key trends, as brands experiment with exotic flavors, superfoods, and functional ingredients to attract niche segments. E-commerce and modern retail channels are also expanding the market's reach, especially among urban populations. Moreover, strategic investments in packaging, branding, and clean-label offerings are enhancing product appeal. North America and Europe dominate the market, while Asia Pacific is emerging as a lucrative region due to growing disposable incomes and urbanization.

Key Market Drivers

Rising Demand for Convenient and On-the-Go Snacking Options

One of the major drivers propelling the global cookie and cracker market is the growing consumer demand for convenient, portable, and ready-to-eat snack options. Mondelez

International's 2024 State of Snacking study (via The Harris Poll) found that 91% of global adults eat at least one snack daily, and 63% eat two or more snacks per day—indicating a shift toward snacks replacing traditional meals. In today's fast-paced lifestyle, especially in urban settings, consumers increasingly prefer snacks that require minimal preparation and can be easily consumed during commutes, at work, or in between meals. Cookies and crackers, which are typically shelf-stable and require no refrigeration or heating, serve this demand perfectly. Their compact packaging and long shelf life make them ideal choices for both individual consumers and foodservice operators. Moreover, busy schedules and evolving work environments such as remote working or hybrid models have amplified the need for accessible and versatile snack foods. Cookies and crackers also appeal to parents looking for quick lunchbox solutions for children, as well as travelers and fitness enthusiasts seeking energy-dense snacks. As a result, manufacturers are expanding their product portfolios with single-serve packs, resealable bags, and multipack formats to cater to different usage occasions, driving strong market growth.

Key Market Challenges

Growing Health Concerns and Negative Perception of Processed Snacks

One of the major challenges confronting the global cookie and cracker market is the increasing consumer awareness of health and nutrition, which has led to a growing negative perception of processed snack foods. In 2024, The U.S. Department of Agriculture (USDA) and Reinvestment Fund have expanded America's Healthy Food Financing Initiative (HFFI), a program aimed at improving food access in underserved communities. This USD 60 million fund will support food retail projects, including the development of new food retail stores and improvements to existing ones. Many cookies and crackers are traditionally high in refined sugars, saturated fats, sodium, and artificial additives—attributes that conflict with the rising preference for clean-label and health-conscious products. Public health campaigns and nutrition-focused regulations in many countries are putting pressure on manufacturers to reformulate products and provide more transparent labeling. Additionally, the rise in lifestyle diseases such as obesity, diabetes, and cardiovascular disorders is prompting consumers to reduce their intake of calorie-dense snacks, including traditional cookies and crackers. In regions like Europe and North America, regulatory bodies have already implemented sugar taxes or front-of-pack nutrition labels to alert consumers about unhealthy contents, thereby discouraging impulse purchases. For brands heavily reliant on conventional recipes, this presents a significant challenge, as they must adapt quickly without compromising on taste or shelf life, or risk losing health-conscious consumers to alternatives like protein

bars, granola snacks, or fresh fruits.

Key Market Trends

Premiumization and Indulgent Offerings Gaining Traction

A strong trend emerging in the global cookie and cracker market is the growing appetite for premium, indulgent products that go beyond traditional formulations. Today's consumers are seeking elevated snacking experiences, prompting brands to introduce artisanal-style cookies, gourmet crackers, and luxury packaging. Premiumization is reflected not just in pricing but also in ingredient quality, texture, mouthfeel, and visual appeal. High-end ingredients such as Belgian chocolate, sea salt caramel, roasted nuts, dried fruits, and imported cheeses are being incorporated to create a sense of exclusivity and indulgence. Additionally, brands are targeting special occasions and gifting segments with elegant cookie tins and limited-edition cracker assortments. This trend is particularly strong in urban markets where consumers are willing to pay more for perceived quality, uniqueness, or status. Craft brands and boutique bakeries are capitalizing on this shift, while legacy companies are launching sub-brands and premium lines to stay relevant. The premiumization trend allows manufacturers to command higher margins while appealing to an increasingly discerning global consumer base.

Key Market Players

Nestlé S.A.

PepsiCo Inc.

General Mills Inc.

Grupo Bimbo S.A.B. de C.V.

Kellanova

Ferrero Group

Pladis Global

The Hershey Company

Yamazaki Baking Co., Ltd.

ITC Limited

Report Scope:

In this report, the Global Cookie and Cracker Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Cookie and Cracker Market, By Product Type:

Cookie

Cracker

Cookie and Cracker Market, By Distribution Channel:

Hypermarkets/Supermarkets

Convenience Stores

Online

Others

Cookie and Cracker Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Cookie and Cracker Market.

Available Customizations:

Global Cookie and Cracker Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. GLOBAL COOKIE AND CRACKER MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Cookie, Cracker)

5.2.2. By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. NORTH AMERICA COOKIE AND CRACKER MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

6.2.3. By Country

6.3. North America: Country Analysis

6.3.1. United States Cookie and Cracker Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Distribution Channel

6.3.2. Canada Cookie and Cracker Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Distribution Channel

6.3.3. Mexico Cookie and Cracker Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Distribution Channel

7. EUROPE COOKIE AND CRACKER MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type
 - 7.2.2. By Distribution Channel
 - 7.2.3. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. France Cookie and Cracker Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Product Type
 - 7.3.1.2.2. By Distribution Channel
 - 7.3.2. Germany Cookie and Cracker Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Product Type
 - 7.3.2.2.2. By Distribution Channel
 - 7.3.3. Spain Cookie and Cracker Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Product Type
 - 7.3.3.2.2. By Distribution Channel
 - 7.3.4. Italy Cookie and Cracker Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Product Type
 - 7.3.4.2.2. By Distribution Channel
 - 7.3.5. United Kingdom Cookie and Cracker Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Product Type
 - 7.3.5.2.2. By Distribution Channel

8. ASIA-PACIFIC COOKIE AND CRACKER MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type
 - 8.2.2. By Distribution Channel
 - 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Cookie and Cracker Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product Type
 - 8.3.1.2.2. By Distribution Channel
 - 8.3.2. Japan Cookie and Cracker Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product Type
 - 8.3.2.2.2. By Distribution Channel
 - 8.3.3. India Cookie and Cracker Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Product Type
 - 8.3.3.2.2. By Distribution Channel
 - 8.3.4. Vietnam Cookie and Cracker Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Product Type
 - 8.3.4.2.2. By Distribution Channel
 - 8.3.5. South Korea Cookie and Cracker Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Product Type
 - 8.3.5.2.2. By Distribution Channel

9. MIDDLE EAST & AFRICA COOKIE AND CRACKER MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Distribution Channel

9.2.3. By Country

9.3. MEA: Country Analysis

9.3.1. South Africa Cookie and Cracker Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Product Type

9.3.1.2.2. By Distribution Channel

9.3.2. Saudi Arabia Cookie and Cracker Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Product Type

9.3.2.2.2. By Distribution Channel

9.3.3. UAE Cookie and Cracker Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Product Type

9.3.3.2.2. By Distribution Channel

9.3.4. Turkey Cookie and Cracker Market Outlook

9.3.4.1. Market Size & Forecast

9.3.4.1.1. By Value

9.3.4.2. Market Share & Forecast

9.3.4.2.1. By Product Type

9.3.4.2.2. By Distribution Channel

10. SOUTH AMERICA COOKIE AND CRACKER MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

- 10.2.2. By Distribution Channel
- 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Cookie and Cracker Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product Type
 - 10.3.1.2.2. By Distribution Channel
 - 10.3.2. Argentina Cookie and Cracker Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product Type
 - 10.3.2.2.2. By Distribution Channel
 - 10.3.3. Colombia Cookie and Cracker Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product Type
 - 10.3.3.2.2. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants

- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. Nestl? S.A.
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence
 - 15.1.1.6. Recent Developments
 - 15.1.1.7. Key Management Personnel
 - 15.1.2. PepsiCo Inc.
 - 15.1.3. General Mills Inc.
 - 15.1.4. Grupo Bimbo S.A.B. de C.V.
 - 15.1.5. Kellanova
 - 15.1.6. Ferrero Group
 - 15.1.7. Pladis Global
 - 15.1.8. The Hershey Company
 - 15.1.9. Yamazaki Baking Co., Ltd.
 - 15.1.10. ITC Limited

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Cookie and Cracker Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Cookie, Cracker), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

Product link: <https://marketpublishers.com/r/C8CCA007883EEN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C8CCA007883EEN.html>