

# **Desserts Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Frozen Desserts, Baked Desserts, Dairy Desserts, Confectionery Desserts, Others), By Application (Food Service, Bakeries, Cafes, Household), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Desserts Market is projected to grow from USD 144.64 Billion in 2025 to USD 202.63 Billion by 2031 at a 5.78% CAGR. This growth is largely fueled by rising worldwide disposable incomes, an expanding urban population with shifting dietary habits, and the lasting cultural importance of sweets for indulgence and festivities. Highlighting the sector's scale, CAOBISCO reported that the confectionery, biscuit, and chocolate industry in the European Union achieved a €59.5 billion annual turnover in 2024.

A major obstacle threatening to hinder future market growth is the ongoing fluctuation in the prices of raw materials, especially vital ingredients like cocoa and sugar. This instability has a direct effect on manufacturing costs, which in turn affects the pricing of products and the overall profit margins within the sector.

## **Market Driver**

The Global Desserts Market is heavily propelled by product innovation and diversification, with companies constantly launching fresh offerings to attract varied consumer tastes. This strategy includes the creation of distinct textures, new flavor profiles, and specialized formats, as well as accommodating specific dietary requirements like reduced-sugar and plant-based alternatives. Such calculated product

releases maintain high consumer interest and market vibrancy, as demonstrated by a September 2025 Parade article noting that Mars Inc. announced 10 new candy innovations across its leading brands for late 2025 and early 2026.

Another vital growth driver is the continuous evolution of consumer lifestyles and preferences, marked by a clear movement toward premium experiences, convenience, and health-conscious decisions. Shoppers are looking for indulgent treats that fit into a healthier diet or are easy to eat on the move, increasing the need for sustainable sourcing, functional ingredients, and smaller portions. Illustrating this shift, a February 2026 Confectionery Production article reported that Nestlé's confectionery division saw strong high single-digit positive upturns in 2025 by successfully adapting to these demands, even as the Food & Drink Federation noted a 4.2% rise in UK food prices throughout 2025 that impacted broader purchasing power.

## **Market Challenge**

A major hurdle to the growth of the Global Desserts Market is the constant fluctuation in the costs of essential raw materials, most notably cocoa and sugar. These shifting commodity prices lead to higher manufacturing expenses, making financial forecasting difficult and frequently forcing companies to adjust their retail prices, which ultimately harms market reach and consumer demand. Additionally, the resulting squeeze on profit margins can limit a company's ability to invest in new product development and broader market expansion initiatives.

An illustration of this pricing instability was reported by the International Sugar Organization, noting that the ISA Daily Price for sugar dropped from 15.54 cents/lb on April 1, 2026, to 13.77 cents/lb by April 21. Rapid price movements of this nature, whether they increase or decrease, generate significant unpredictability for companies that rely on stable cost structures for efficient operations and long-term planning. Consequently, the challenge of predicting and managing these ingredient cost variations stands as a direct barrier to the continuous growth of the dessert industry.

## **Market Trends**

A defining trend in the global desserts sector is the rising consumer appetite for artisanal and premium products. Shoppers are increasingly bypassing mass-manufactured items in favor of distinct, handcrafted treats that feature exceptional ingredients, unique flavor profiles, and genuine craftsmanship. This shift highlights a readiness to spend more on indulgent items that deliver a memorable and exclusive

experience, a sentiment supported by the National Confectioners Association's March 2026 '2026 State of Treating report,' which noted that Americans drove a record \$55 billion in confectionery sales in 2025 due to strong engagement with these premium categories.

The rapid growth of e-commerce and digital retail platforms is another major trend reshaping the industry landscape. Consumers are becoming increasingly comfortable buying sweets online, benefiting both large-scale manufacturers optimizing their digital presence and specialized bakeries utilizing direct-to-consumer delivery models. This enhanced convenience and accessibility are altering traditional shopping habits, allowing artisanal producers to compete on a larger scale while helping major brands expand their distribution, as seen with the Ferrero Group, which achieved a 4.6% increase in consolidated turnover to EUR 19.3 billion for the 2024/2025 financial year ending August 31, 2025, through successful multichannel approaches.

## Key Market Players

Unilever PLC

General Mills Inc.

Sara Lee Frozen Bakery

Nestlé S.A.

The Kraft Heinz Company

Dunkin' Brands Group Inc.

Mondelez International Inc.

Danone S.A.

Campbell Soup Company

Aryzta AG

## Report Scope

*Desserts Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Frozen Desserts, Bak...*

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

#### Desserts Market, By Type

Frozen Desserts

Baked Desserts

Dairy Desserts

Confectionery Desserts

Others

#### Desserts Market, By Application

Food Service

Bakeries

Cafes

Household

#### Desserts Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

*Desserts Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Frozen Desserts, Bak...*

Company Profiles: Detailed analysis of the major companies present in the Global Desserts Market.

**Available Customizations:**

Global Desserts 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).

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