

Frozen Pastry Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Nature (Organic, Regular), By Ingredient (Gluten-Free, Whole Wheat, Regular Flour), By End User (Residential, Commercial), By Distribution Channel (Supermarket & Hypermarket, Convenience Stores, Specialty Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/FF2C66285E42EN.html>

Date: March 2025

Pages: 182

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

ID: FF2C66285E42EN

Abstracts

Global Frozen Pastry market was valued at USD 24.54 billion in 2024 and is expected to grow to USD 31.37 billion by 2030 with a CAGR of 4.25% during the forecast period. The Frozen Pastry market is driven by several key factors, including the rising demand for convenience foods. As consumers lead busier lifestyles, there is a growing preference for ready-to-bake or pre-baked frozen pastries, offering quick meal solutions without compromising quality. Also, the increasing popularity of premium and artisanal frozen pastries, which cater to more sophisticated tastes, has contributed to market growth. The expansion of the foodservice industry, including cafes, hotels, and restaurants, also fuels the demand for frozen pastries, as businesses seek consistent, high-quality products with longer shelf lives. Also, the rise in global disposable incomes and changing consumer eating habits towards indulgent yet convenient options have further boosted the frozen pastry market.

Key Market Drivers

Rising Consumption of Bakery Products

The rising consumption of bakery products is a significant driver for the global frozen pastry market. As a part of this, according to a recent study, as of 2024, the volume of

baked goods consumed in India rose to 6.8 million metric tons in 2021, with a compound annual growth rate (CAGR) of 6.8% from 2016 to 2021. By the close of 2026, the market volume is anticipated to reach 8.2 million metric tons, which reflects a compound annual growth rate (CAGR) of 3.8% from 2021 to 2026. As consumers increasingly embrace baked goods as part of their daily diet, the demand for convenient, ready-to-bake products has grown substantially. Frozen pastries offer a quick and easy way to enjoy a variety of bakery items, such as croissants, danishes, and pies, without the time or skill required for traditional baking. This convenience has made frozen pastries a popular choice for busy households and the foodservice industry. Also, as disposable incomes rise, especially in emerging markets, there is a growing appetite for premium and indulgent bakery products. Frozen pastries, which are often of high quality and come in a range of flavors, can cater to this demand. The increasing popularity of breakfast items, snacks, and desserts that align with modern lifestyles contributes to the growth of the frozen pastry market. With bakery products enjoying steady demand worldwide, coupled with the convenience and quality offered by frozen pastries, this market segment is poised for continued expansion. The rise in consumer preference for easy-to-prepare, delicious bakery products will remain a key factor driving market growth.

Key Market Challenges

Rising Raw Material Cost

Rising raw material costs represent a significant challenge for the global frozen pastry market. Key ingredients such as flour, butter, sugar, and other bakery-specific raw materials have experienced price volatility in recent years, impacting overall production costs. These increases are often driven by factors such as fluctuating agricultural yields, transportation costs, and global supply chain disruptions. For manufacturers, higher ingredient costs can squeeze profit margins, especially in a highly competitive market where pricing plays a crucial role in consumer purchasing decisions. Also, the rising costs of raw materials may lead to higher retail prices for frozen pastries, potentially reducing demand, particularly among price-sensitive consumers. Companies may be forced to absorb some of these costs or pass them on to customers, which could affect their market share. To mitigate the impact of rising raw material costs, companies are exploring alternative sourcing strategies, increasing operational efficiencies, or focusing on premium products that justify higher prices. Despite these efforts, the continued rise in raw material costs remains a key challenge for the frozen pastry market, influencing both production strategies and consumer purchasing behavior.

Key Market Trends

Innovation in Flavors & Formats

Innovation in flavors and formats is a key trend driving the global frozen pastry market. As consumer tastes evolve, manufacturers are focusing on introducing unique and diverse flavors to meet growing demand for variety and novelty. This includes incorporating global flavors, seasonal ingredients, and premium fillings like chocolate, fruit, and nuts. In addition to traditional pastries like croissants and danishes, companies are experimenting with fusion concepts, creating innovative combinations that appeal to adventurous palates. Also, the market is witnessing the development of convenient formats to cater to on-the-go lifestyles, such as single-serve options, mini pastries, and bite-sized treats. These formats are particularly appealing to busy consumers, offering the indulgence of a pastry without the need for excessive preparation. By focusing on innovation in both flavors and formats, frozen pastry manufacturers are better able to meet diverse consumer preferences, boost product appeal, and stay competitive in a rapidly evolving market.

Key Market Players

AGRANA Beteiligungs-AG

BRIDOR SAS

The Chef's Warehouse

Pristine Baking Solutions

Bakers Authority

Albion Fine Foods Ltd

Gourmet Distribution Co., Ltd

The Campbell's Company

Gourmand Pastries S.A.

Butterblock's

Report Scope:

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

Frozen Pastry Market, By Nature:

Organic

Regular

Frozen Pastry Market, By Ingredients:

Gluten-Free

Whole Wheat

Regular Flour

Frozen Pastry Market, By End User:

Residential

Commercial

Frozen Pastry Market, By Distribution Channel:

Supermarket & Hypermarket

Convenience Stores

Specialty Stores

Online

Others

Frozen Pastry Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

Japan

India

Australia

South Korea

Europe

France

United Kingdom

Italy

Germany

Spain

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 Frozen Pastry Market.

Available Customizations:

Global Frozen Pastry 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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