

Americas Frozen Dough Market Size and Forecast (2020 - 2030), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Breads and Rolls, Biscuits and Cookies, Pizza, Donuts, Muffins, Laminated Dough, and Others), Nature (Partially Baked, Ready to Bake, Fully Baked, and Ready to Proof), Category (Gluten-Free, and Conventional), Distribution Channel (Hypermarkets and Supermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

Americas frozen dough market is expected to grow from US\$ 4.27 billion in 2022 to US\$ 6.50 billion by 2030. It is expected to grow at a CAGR of 5.4% from 2022 to 2030.

The frozen dough market is driven by changing consumer preferences, lifestyles and increased demand for bakery products. The market encompasses bread, pizza crusts, pastries, and other dough-based products. Market trends include the rising popularity of artisanal and gluten-free frozen dough products and innovation in packaging.

Furthermore, the frozen aspect of the biscuits and cookies provides flexibility in portion control. Baking just a few at a time means consumers can enjoy warm, freshly baked treats without worrying about leftovers going stale. This flexibility is valuable, especially for those living in smaller households or wanting to manage their indulgence mindfully.

Based on category, the Americas frozen dough market is segmented into gluten-free and conventional. In 2022, gluten-free segment held a significant market share and is expected to be the fastest-growing segment during the forecast period. Gluten-free frozen dough is combined with white rice flour, tapioca starch, and soy flour to replace

traditional grain ingredients. The rising health concerns among people are a major factor driving the market for gluten-free frozen dough. A gluten-free diet helps ease symptoms of celiac disease and other medical conditions linked with gluten consumption. Thus, frozen dough manufacturers are focusing on expanding their product portfolio of gluten-free products to attract a broader consumer base and enhance the long-term prospects of gluten-free foods. In addition, gluten-free frozen dough allows individuals to indulge in a range of baked treats, such as bread, pizza crusts, or pastries, without the need for meticulous gluten-free baking preparations. Consumers are becoming more aware of the necessity of a healthy diet and active lifestyle, which drives the preference for healthy snacks and instant breakfast items. Moreover, due to hectic work schedules, people seek ready-to-eat, microwavable, and ready-to-prepare food products that help them save time and effort. Owing to the burgeoning demand for frozen dough, giant manufacturers such as Crown Bakeries and General Mills engage in innovation and product line expansion. Canada is a significant market for frozen dough due to the country's increasing per capita consumption of frozen bakery products. People in the country are more concerned about their health and fitness, as evident from the increasing demand for gluten-free frozen dough. To meet growing consumer demand, manufacturers are introducing new varieties of gluten-free frozen dough. In addition, as busy schedules become more prevalent, consumers seek convenient food alternatives that don't compromise taste and quality. Frozen dough products, including bread, pizza crust, and pastry dough, align with this demand by providing a hassle-free solution for individuals and families looking for convenient meal preparation. Manufacturers of frozen dough are launching innovative products to expand their clientele and meet emerging consumer trends in the country. They are also launching gluten-free and clean-labeled products in various flavors to attract consumers. The frozen dough market in Mexico is experiencing innovation in terms of product variety and quality. Manufacturers are focusing on enhancing the taste, texture, and nutritional profile of their frozen dough offerings to meet the evolving preferences of discerning consumers, resulting in the availability of premium and specialty frozen dough products that cater to a diverse range of tastes and dietary preferences.

J&J Snack Foods Corp, Rhodes International Inc, Athens Foods Inc, Guttenplan's Frozen Dough Inc, General Mills Inc, Goya Foods Inc, Pepperidge Farm Inc, Gonnella Baking Co, Bridgford Foods Corp, and Okanagan Frozen Dough ULC, are among the leading players in the Americas frozen dough market. These companies are adopting mergers & acquisitions and product launches to expand their geographic presence and consumer bases.

The overall Americas frozen dough market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research

has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants, including valuation experts, research analysts, and key opinion leaders—specializing in the Americas frozen dough market.

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