

# Europe Marzipan Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

<https://marketpublishers.com/r/E08DA33D887DEN.html>

Date: July 2025

Pages: 128

Price: US\$ 3,450.00 (Single User License)

ID: E08DA33D887DEN

## Abstracts

The Europe marzipan market size is expected to reach US\$ 658.12 million by 2031 from US\$ 503.81 million in 2023. The market is estimated to record a CAGR of 3.4% from 2023 to 2031.

Executive Summary and Europe Marzipan Market Analysis:

Europe holds the largest share of the marzipan market as the region is the largest producer of this product across the world. Germany, Italy, and Spain are among the most significant contributors to the regional market growth. Marzipan has been used for centuries in the food processing and food service business in the region. It is incorporated as a key ingredient in traditional European pastries, which have gained popularity as a traditional holiday dessert, especially during Christmas. Consumers in the region widely use marzipan as an ingredient to prepare Christmas cookies, cakes, and other sweet treats. This leads to an increased demand for bakery and confectionery products in the region, particularly during the holiday seasons. Moreover, some European countries are among the largest producers of almonds in the world, which is the main ingredient used to produce marzipan. For instance, the European Union accounted for 10% of the global almond production, i.e., 147,700 metric tons of almonds, in 2023. Spain, Italy, Greece, and Germany are a few of the prominent almond producers in the region. The easy availability of almonds as a raw material to produce marzipan favors the marzipan market progress in the region.

Europe Marzipan Market Segmentation Analysis:

Key segments that contributed to the derivation of the marzipan market analysis are nature, category, and end user.

Based on nature, the Europe marzipan market is bifurcated into organic and conventional. The conventional held a larger share of the market in 2023.

By category, the Europe marzipan market is bifurcated into low/no sugar and regular. The regular segment held a larger share of the market in 2023.

By end user, the Europe marzipan market is segmented into foodservice, food retail, and food processing. The food processing segment held the largest share of the market in 2023.

### Europe Marzipan Market Outlook

The demand for organic and low-sugar fruit fillings is attributed to the growing preference for healthier and environmentally conscious food choices. With an increasing focus on wholesome, natural ingredients, consumers are seeking convenient as well as nutritious options. Organic marzipans are appealing due to the raw material sourced from pesticide-free cultivation methods, preserving the integrity of products. According to the World Organic Agriculture, European consumers spent ~63.6 euros per person on organic food in 2020. The demand for low-sugar marzipan is attributed to the surging demand for healthier sweets with lower glycemic indices than their high-sugar counterparts. According to the Dawn Bakery Trends Survey 2022, one in two consumers (i.e., ~50%) in the UK seek healthier, low-sugar baked goods options. In addition, the demand for low-sugar marzipan is attributed to the changing consumer demographics and preferences. The young generation, particularly millennials and Gen Z, are more inclined to make purchasing decisions based on ethical considerations, including environmental sustainability, animal welfare, and overall product transparency. These consumers are more likely to buy organic and sugar-free options as they perceive them as part of a holistic, conscious lifestyle. Thus, organic and low-sugar marzipan varieties are emerging as significant marzipan market trends.

### Europe Marzipan Market Country Insights

Based on country, the Europe marzipan market comprises Germany, France, Italy, the UK, Spain, and the Rest of Europe. The Rest of Europe held the largest share in 2023.

Switzerland, Belgium, Cyprus, Greece, Hungary, Ireland, Russia, Slovakia, and Denmark are the prominent countries in the Rest of Europe. Several traditional practices that take place in these countries drive the demand for marzipan, especially

during holidays and festive seasons. For instance, in Geneva, Switzerland, marzipan fruits are filled with chocolate cauldron during the yearly celebration of L'Escalade, commemorating the battle of 1602.

## Europe Marzipan Market Company Profiles

Some of the key players operating in the market include Alfrus Srl; Atlanta Poland SA; Barry Callebaut AG; British Bakels (RF Renshaw); E. Botham & Sons Ltd; Fun Cakes; KELMY PRODUCTS, S.A.; Kondima Engelhardt GmbH & Co. KG; L?becker Marzipan-Fabrik v. Minden & Bruhns GmbH & Co. KG; Moll Marzipan GmbH; Niederegger; and PA Food Limited among others. These players are adopting various strategies such as expansion, product innovation, and mergers and acquisitions to provide innovative products to their consumers and increase their market share.

## Europe Marzipan Market Research Methodology :

The following methodology has been followed for the collection and analysis of data presented in this report:

**Secondary Research** The research process begins with comprehensive secondary research, utilizing both internal and external sources to gather qualitative and quantitative data for each market. Commonly referenced secondary research sources include, but are not limited to:

Company websites , annual reports, financial statements, broker analyses, and investor presentations. Industry trade journals and other relevant publications. Government documents , statistical databases, and market reports. News articles , press releases, and webcasts specific to companies operating in the market. Note: All financial data included in the Company Profiles section has been standardized to USD. For companies reporting in other currencies, figures have been converted to USD using the relevant exchange rates for the corresponding year.

**Primary Research** The Insight Partners' conducts a significant number of primary interviews each year with industry stakeholders and experts to validate its data analysis, and gain valuable insights. These research interviews are designed to:

Validate and refine findings from secondary research. Enhance the expertise and market understanding of the analysis team. Gain insights into market size, trends, growth patterns, competitive dynamics, and future prospects. Primary research is

conducted via email interactions and telephone interviews, encompassing various markets, categories, segments, and sub-segments across different regions. Participants typically include:

Industry stakeholders : Vice Presidents, business development managers, market intelligence managers, and national sales managers  
External experts : Valuation specialists, research analysts, and key opinion leaders with industry-specific expertise

### Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe marzipan market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in Europe marzipan market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Europe market trends and outlook coupled with the factors driving the marzipan market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing, and distribution.

### Companies

Alfrus Srl

Atlanta Poland SA

Barry Callebaut AG

British Bakels (RF Renshaw)

E. Botham & Sons Ltd

Fun Cakes

KELMY PRODUCTS, S.A.

Kondima Engelhardt GmbH & Co. KG

Lubecker Marzipan-Fabrik v. Minden & Bruhns GmbH & Co. KG

Moll Marzipan GmbH

Niederegger

PA Food Limited

## Contents

### **1. INTRODUCTION**

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macro-economic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country level data:

### **4. EUROPE MARZIPAN MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Material Suppliers
  - 4.3.2 Manufacturers
  - 4.3.3 Distributors/Suppliers
  - 4.3.4 End Users
- 4.4 List of Vendors in the Value Chain

### **5. EUROPE MARZIPAN MARKET - KEY MARKET DYNAMICS**

## 5.1 Market Drivers

5.1.1 High Demand for Desserts and Confectioneries on Occasions

5.1.2 Strategic Initiatives by Key Market Players

## 5.2 Market Restraints

5.2.1 Seasonal Availability of Almonds and Fluctuating Prices of Raw Materials

## 5.3 Market Opportunities

5.3.1 Consumer Preference for Premium Confectionery

## 5.4 Future Trends

5.4.1 Organic and Low-Sugar Marzipan

## 5.5 Impact of Drivers and Restraints:

# 6. MARZIPAN MARKET - EUROPE ANALYSIS

## 6.1 Overview

6.2 Europe Marzipan Market Revenue (US\$ Million), 2021-2031

6.3 Europe Marzipan Market Forecast Analysis

# 7. EUROPE MARZIPAN MARKET ANALYSIS - BY NATURE

## 7.1 Organic

7.1.1 Overview

7.1.2 Organic: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)

## 7.2 Conventional

7.2.1 Overview

7.2.2 Conventional: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)

# 8. EUROPE MARZIPAN MARKET ANALYSIS - BY CATEGORY

## 8.1 Low/No Sugar

8.1.1 Overview

8.1.2 Low/No Sugar: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)

## 8.2 Regular

8.2.1 Overview

8.2.2 Regular: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)

# 9. EUROPE MARZIPAN MARKET ANALYSIS - BY END USER

## 9.1 Foodservice

- 9.1.1 Overview
- 9.1.2 Foodservice: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
- 9.2 Food Retail
  - 9.2.1 Overview
  - 9.2.2 Food Retail: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
- 9.3 Food Processing
  - 9.3.1 Overview
  - 9.3.2 Food Processing: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)

## **10. EUROPE MARZIPAN MARKET - COUNTRY ANALYSIS**

- 10.1 Europe
  - 10.1.1 Europe: Marzipan Market - Revenue and Forecast Analysis - by Country
    - 10.1.1.1 Europe: Marzipan Market - Revenue and Forecast Analysis - by Country
    - 10.1.1.2 Germany: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
      - 10.1.1.2.1 Germany: Marzipan Market Breakdown, by Nature
      - 10.1.1.2.2 Germany: Marzipan Market Breakdown, by Category
      - 10.1.1.2.3 Germany: Marzipan Market Breakdown, by End User
    - 10.1.1.3 France: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
      - 10.1.1.3.1 France: Marzipan Market Breakdown, by Nature
      - 10.1.1.3.2 France: Marzipan Market Breakdown, by Category
      - 10.1.1.3.3 France: Marzipan Market Breakdown, by End User
    - 10.1.1.4 Italy: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
      - 10.1.1.4.1 Italy: Marzipan Market Breakdown, by Nature
      - 10.1.1.4.2 Italy: Marzipan Market Breakdown, by Category
      - 10.1.1.4.3 Italy: Marzipan Market Breakdown, by End User
    - 10.1.1.5 United Kingdom: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
      - 10.1.1.5.1 United Kingdom: Marzipan Market Breakdown, by Nature
      - 10.1.1.5.2 United Kingdom: Marzipan Market Breakdown, by Category
      - 10.1.1.5.3 United Kingdom: Marzipan Market Breakdown, by End User
    - 10.1.1.6 Spain: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
      - 10.1.1.6.1 Spain: Marzipan Market Breakdown, by Nature
      - 10.1.1.6.2 Spain: Marzipan Market Breakdown, by Category
      - 10.1.1.6.3 Spain: Marzipan Market Breakdown, by End User
    - 10.1.1.7 Rest of Europe: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
      - 10.1.1.7.1 Rest of Europe: Marzipan Market Breakdown, by Nature

- 10.1.1.7.2 Rest of Europe: Marzipan Market Breakdown, by Category
- 10.1.1.7.3 Rest of Europe: Marzipan Market Breakdown, by End User

## **11. COMPETITIVE LANDSCAPE**

- 11.1 Heat Map Analysis
- 11.2 Company Positioning & Concentration

## **12. COMPANY PROFILES**

- 12.1 Barry Callebaut AG
  - 12.1.1 Key Facts
  - 12.1.2 Business Description
  - 12.1.3 Products and Services
  - 12.1.4 Financial Overview
  - 12.1.5 SWOT Analysis
  - 12.1.6 Key Developments
- 12.2 Moll Marzipan GmbH
  - 12.2.1 Key Facts
  - 12.2.2 Business Description
  - 12.2.3 Products and Services
  - 12.2.4 Financial Overview
  - 12.2.5 SWOT Analysis
  - 12.2.6 Key Developments
- 12.3 Lubecker Marzipan-Fabrik v. Minden & Bruhns GmbH & Co. KG
  - 12.3.1 Key Facts
  - 12.3.2 Business Description
  - 12.3.3 Products and Services
  - 12.3.4 Financial Overview
  - 12.3.5 SWOT Analysis
  - 12.3.6 Key Developments
- 12.4 Alfrus Srl
  - 12.4.1 Key Facts
  - 12.4.2 Business Description
  - 12.4.3 Products and Services
  - 12.4.4 Financial Overview
  - 12.4.5 SWOT Analysis
  - 12.4.6 Key Developments
- 12.5 E. Botham & Sons Ltd

- 12.5.1 Key Facts
- 12.5.2 Business Description
- 12.5.3 Products and Services
- 12.5.4 Financial Overview
- 12.5.5 SWOT Analysis
- 12.5.6 Key Developments
- 12.6 KELMY PRODUCTS, S.A.
  - 12.6.1 Key Facts
  - 12.6.2 Business Description
  - 12.6.3 Products and Services
  - 12.6.4 Financial Overview
  - 12.6.5 SWOT Analysis
  - 12.6.6 Key Developments
- 12.7 Atlanta Poland SA
  - 12.7.1 Key Facts
  - 12.7.2 Business Description
  - 12.7.3 Products and Services
  - 12.7.4 Financial Overview
  - 12.7.5 SWOT Analysis
  - 12.7.6 Key Developments
- 12.8 Niederegger
  - 12.8.1 Key Facts
  - 12.8.2 Business Description
  - 12.8.3 Products and Services
  - 12.8.4 Financial Overview
  - 12.8.5 SWOT Analysis
  - 12.8.6 Key Developments
- 12.9 Fun Cakes
  - 12.9.1 Key Facts
  - 12.9.2 Business Description
  - 12.9.3 Products and Services
  - 12.9.4 Financial Overview
  - 12.9.5 SWOT Analysis
  - 12.9.6 Key Developments
- 12.10 Kondima Engelhardt GmbH & Co. KG
  - 12.10.1 Key Facts
  - 12.10.2 Business Description
  - 12.10.3 Products and Services
  - 12.10.4 Financial Overview

- 12.10.5 SWOT Analysis
- 12.10.6 Key Developments
- 12.11 British Bakels (RF Renshaw)
  - 12.11.1 Key Facts
  - 12.11.2 Business Description
  - 12.11.3 Products and Services
  - 12.11.4 Financial Overview
  - 12.11.5 SWOT Analysis
  - 12.11.6 Key Developments
- 12.12 PA Food Limited
  - 12.12.1 Key Facts
  - 12.12.2 Business Description
  - 12.12.3 Products and Services
  - 12.12.4 Financial Overview
  - 12.12.5 SWOT Analysis
  - 12.12.6 Key Developments

## **13. APPENDIX**

- 13.1 About The Insight Partners

## List Of Tables

### LIST OF TABLES

Table 1. Europe Marzipan Market Segmentation

Table 2. List of Vendors

Table 3. Europe Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)

Table 4. Europe Marzipan Market - Revenue and Forecast to 2031 (US\$ Million) - by Nature

Table 5. Europe Marzipan Market - Revenue and Forecast to 2031 (US\$ Million) - by Category

Table 6. Europe Marzipan Market - Revenue and Forecast to 2031 (US\$ Million) - by End User

Table 7. Europe: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Country

Table 8. Germany: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Nature

Table 9. Germany: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Category

Table 10. Germany: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by End User

Table 11. France: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Nature

Table 12. France: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Category

Table 13. France: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by End User

Table 14. Italy: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Nature

Table 15. Italy: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Category

Table 16. Italy: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by End User

Table 17. United Kingdom: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Nature

Table 18. United Kingdom: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Category

Table 19. United Kingdom: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by End User

Table 20. Spain: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by

Nature

Table 21. Spain: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Category

Table 22. Spain: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by End User

Table 23. Rest of Europe: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Nature

Table 24. Rest of Europe: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by Category

Table 25. Rest of Europe: Marzipan Market - Revenue and Forecast to 2031(US\$ Million) - by End User

## List Of Figures

### LIST OF FIGURES

- Figure 1. Europe Marzipan Market Segmentation, by Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem: Marzipan Market
- Figure 4. Europe Marzipan Market - Key Market Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. Europe Marzipan Market Revenue (US\$ Million), 2021-2031
- Figure 7. Europe Marzipan Market Share (%) - by Nature (2023 and 2031)
- Figure 8. Organic: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 9. Conventional: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 10. Europe Marzipan Market Share (%) - by Category (2023 and 2031)
- Figure 11. Low/No Sugar: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 12. Regular: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 13. Europe Marzipan Market Share (%) - by End User (2023 and 2031)
- Figure 14. Foodservice: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 15. Food Retail: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 16. Food Processing: Marzipan Market - Revenue and Forecast to 2031 (US\$ Million)
- Figure 17. Europe: Marzipan Market Breakdown, by Key Countries - Revenue (2023) (US\$ Million)
- Figure 18. Europe: Marzipan Market Breakdown, by Key Countries, 2023 and 2031 (%)
- Figure 19. Germany: Marzipan Market - Revenue and Forecast to 2031(US\$ Million)
- Figure 20. France: Marzipan Market - Revenue and Forecast to 2031(US\$ Million)
- Figure 21. Italy: Marzipan Market - Revenue and Forecast to 2031(US\$ Million)
- Figure 22. United Kingdom: Marzipan Market - Revenue and Forecast to 2031(US\$ Million)
- Figure 23. Spain: Marzipan Market - Revenue and Forecast to 2031(US\$ Million)
- Figure 24. Rest of Europe: Marzipan Market - Revenue and Forecast to 2031(US\$ Million)
- Figure 25. Heat Map Analysis
- Figure 26. Company Positioning & Concentration

## I would like to order

Product name: Europe Marzipan Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

Product link: <https://marketpublishers.com/r/E08DA33D887DEN.html>

Price: US\$ 3,450.00 (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/E08DA33D887DEN.html>