

# **Europe Packaged Brownies Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Flavor (Chocolate, Chocolate Chip, Hazelnut, Salted Caramel, Raspberry, and Others), Category (Gluten-Free and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)**

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## **Abstracts**

The Europe Packaged Brownies Market is projected to grow significantly, reaching an estimated US\$ 1,717.3 million by 2031, up from US\$ 1,124.5 million in 2024, reflecting a compound annual growth rate (CAGR) of 6.2% during the forecast period from 2024 to 2031. This growth is driven by changing consumer preferences and the increasing demand for convenient food options.

According to research by Tate and Lyle conducted in November 2023, 45% of young people in Europe purchase baked goods daily, indicating a strong integration of these products into their diets. The rise in packaged food consumption can be attributed to the busy lifestyles of consumers, who often have limited time for meal preparation. Factors such as spoilage during transportation, high prices, and insufficient domestic production have also contributed to the shift from fresh produce to packaged foods. For instance, the International Institute of Refrigeration reported a 3.6% increase in packaged food sales in Germany, reaching approximately 4 million metric tons in 2022.

The convenience of packaged foods, along with their longer shelf life and innovative offerings—including organic, vegan, and gluten-free options—has led to a notable

increase in sales of packaged brownies. Despite a growing health consciousness among consumers, the demand for sweet baked goods remains robust. Reports indicate that some bakeries have experienced a surge in brownie sales, with increases of up to 20%, largely due to the versatility of brownies that can be customized to meet various dietary preferences.

The European retail landscape is thriving, bolstered by the presence of major supermarket chains such as ASDA, Metro AG, Mercadona, Aldi, J. Sainsbury, Auchan, and others. This extensive network of supermarkets provides significant opportunities for market players to distribute their products effectively. The increasing preference for packaged food, combined with the development of retail infrastructure, is a key driver of market growth.

In terms of market segmentation, the Europe Packaged Brownies Market is categorized by flavor, with chocolate being the most popular choice in 2024. The market is also divided into gluten-free and conventional categories, with conventional brownies holding the largest market share. Distribution channels include supermarkets and hypermarkets, convenience stores, and online retail, with supermarkets and hypermarkets dominating the market.

The rising incidence of celiac disease and the growing awareness of gluten-free diets are influencing product innovation in the market. Approximately 1% of the European population is estimated to have celiac disease, although many cases remain undiagnosed. Manufacturers are responding to this demand by developing gluten-free packaged brownies. For example, Genius Foods launched its 'ultimate' gluten-free brownie, available in supermarkets nationwide, while Bounce introduced gluten-free, vegan Chocolate Brownie Protein Balls. These innovations cater to the increasing consumer demand for healthier alternatives, such as gluten-free, high-fiber, high-protein, or low-calorie brownies.

Geographically, the Europe Packaged Brownies Market is segmented into several countries, including Germany, France, Italy, Spain, the United Kingdom, and others. The Rest of Europe segment held the largest market share in 2024, with countries like Spain, Norway, Hungary, and Portugal showing significant growth. This growth is attributed to improving living standards and a rising demand for convenient food products that require minimal preparation. The expansion of convenience retail in developing economies is further enhancing access to packaged food products, driving the market forward.

Key players in the Packaged Brownies Market include Britannia Industries Ltd, Grupo Bimbo SAB de CV, Mars Inc, General Mills Inc, Marks and Spencer Group Plc, and others. These companies are employing various strategies such as product innovation, expansion, and mergers and acquisitions to enhance their market presence and cater to evolving consumer preferences.

In summary, the Europe Packaged Brownies Market is poised for substantial growth, driven by consumer demand for convenience, innovative product offerings, and the expansion of retail infrastructure. As health trends continue to evolve, the market is likely to see an increase in gluten-free and healthier brownie options, aligning with consumer preferences for nutritious and convenient food products.

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