

Icing and Frosting Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Icing and Frosting), Category (Gluten-Free and Conventional), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others), and Geography

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Abstracts

The icing and frosting market size was valued at US\$ 4.88 billion in 2022 and is expected to reach US\$ 6.73 billion by 2030; it is estimated to register a CAGR of 4.1% from 2022 to 2030.

Icing and frosting is a dynamic segment in the bakery ingredients in the retail industry, as they are highly used to decorate and add flavors to cakes, pastries, and other baked goods. With a growing global consumer base interested in indulgent treats and specialty desserts, the icing and frosting market has witnessed steady expansion fueled by factors such as urbanization, changing consumer lifestyles, and the popularity of home baking. Product segmentation includes traditional options such as buttercream and royal icing, alongside newer innovations such as fondant and cream cheese frosting, catering to a wide range of tastes and preferences. Distribution channels vary from supermarkets, convenience stores, and specialty bakeries to online retail platforms, reflecting the diverse shopping habits of consumers. In recent years, there has been a growing demand for natural and organic icing and frosting products, driven by health-conscious consumers seeking cleaner and more transparent ingredients. This has led to the development of products made with plant-based alternatives, natural sweeteners such as maple syrup or honey, and traditional dairy-based frostings. Additionally, the rise of social media and baking shows has led to a growing desire for unique and visually appealing decorations for baked goods. Consumers seek customized and

personalized icing and frosting options, creating opportunities for specialty companies offering creative designs and edible prints.

Major factors contributing to the growing icing and frosting market size are the rising interest in home baking, and culinary exploration and globalization. The growing interest in home baking has emerged as a significant driver for the icing and frosting market, catalyzing the demand for diverse, high-quality products. The rise of home baking is intricately tied to a broader cultural shift toward culinary creativity and do-it-yourself experiences. Inspired by popular baking shows and online tutorials, consumers are increasingly taking up baking as a recreational activity. This has led to a surge in demand for premium icing and frosting as home bakers seek to enhance their homemade treats' visual appeal and flavor complexity.

Based on type, the market is segmented into icing and frosting. The frosting segment holds a larger icing and frosting market share. Frosting is a sweet and creamy topping commonly used on baked goods. It is similar to icing but has some differences in ingredients and texture. It is often thicker and fluffier, focusing on creating a smooth and spreadable consistency. The increasing popularity of home baking, driven by the desire for homemade treats and creative culinary experiences, has led to a heightened demand for convenient and versatile frosting options.

In 2022, Asia Pacific dominated the global icing and frosting market share. In Asia Pacific, the upsurge in demand for icing and frosting is influenced by a combination of cultural shifts, evolving consumer tastes, and the growing popularity of Western-style desserts. There is a rise in the middle-class population with increasing disposable income in many Asian countries. This demographic shift has increased interest in premium and indulgent food experiences, including baked goods decorated with beautiful and flavorful icing. As lifestyles become more affluent, the demand for home-baked, visually appealing, and gourmet desserts has expanded, driving the icing and frosting market growth in the region.

Wilton Brands LLC, General Mills Inc, Conagra Brands Inc, Dr. Oetker (UK) Ltd, Dixie's Cakes and More Inc, Cake Craft Factory LLC, The Pillsbury Co LLC, Rich Products Corp, The Purple Mixer Inc, and The Simple Kitchen Oakville Inc are among the prominent players profiled in the icing and frosting market report. In addition, several other players have been studied and analyzed during the study to get a holistic view of the market and its ecosystem. The icing and frosting market study also includes company positioning and concentration to evaluate the performance of competitors/players operating in the market.

The overall global icing and frosting 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 into the topic. Participants in this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders specializing in the icing and frosting market.

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