

# **Packaged Brownies Market Size and Forecast (2021 - 2031), Global and 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), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others), and Geography**

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## **Abstracts**

The packaged brownies market size is projected to reach US\$ 3.91 billion in 2024 to US\$ 5.96 billion by 2031; it is estimated to register a CAGR of 6.2% from 2024 to 2031.

Brownies are among the popular sweet baked goods and well-known snacks due to their unique flavor and texture. Brownies are usually available in classic chocolate flavor, salted caramel, hazelnut, fruity flavors such as strawberry and raspberry driving their demand among consumers. With evolving lifestyle of consumers, the demand for packaged food has increased over the last few years. Consumers prefer packaged food due to their convenience, longer shelf-life, and easy availability. Also, packaged food products help consumers save cooking time and efforts driving their sales especially among working population. Packaged brownies are gaining significant traction among consumers who love to consume such products as mid-meal treats and snacks during hectic working hours. These factors are driving the growth of the packaged brownies market.

Consumers increasingly seek convenience, nutrition, and artisanal quality while preparing or purchasing baked goods, prompting manufacturers to enhance product

quality and develop innovative products to cater to evolving consumer demands. Manufacturers are investing significantly in strategic development initiatives such as product innovation, research and development, mergers and acquisitions, and business expansion to attract a broad customer base and enhance their market position. In Dec 2023, Golden Dough Foods, a manufacturer of baked goods, collaborated with Girl Scouts of the USA (GSUSA). This collaboration features the iconic flavor of the beloved Thin Mint cookies in an on-the-go brownie. In February 2024, Bimbo Bakeries USA, a subsidiary of Grupo Bimbo SAB de CV, introduced Entenmann's Brownie Drizzle Drops in two flavors, Triple Chocolate and Creamy Caramel, under Entenmann's Brand. Innovative ingredient sourcing and processing approaches have allowed manufacturers to offer innovative packaged brownies such as non-GMO and free from any artificial flavors or colors. For instance, in August 2023, Beech-Nut Nutrition Co introduced Brownies with Hidden Veggies, a non-GMO vegetable snack made from raisins, butternut squash, and carrots. The product offers a healthier alternative to traditional brownies, containing 2 to 3 grams of whole grains per serving, which is free from artificial colors and flavors. Thus, increasing product innovations and launches by key players drive the global packaged brownies market.

Based on distribution channel, the packaged brownies market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. In the packaged brownies market, supermarkets and hypermarkets play a key role in reaching a wide consumer base. Supermarkets, known for their extensive product offerings and accessibilities, serve as primary retail outlets for packaged brownies. The diverse product range of hypermarkets provides a more expansive platform for the distribution of packaged brownies. The visibility of these products in hypermarket settings enhances consumer awareness and accessibility. Further, the ability of hypermarkets to negotiate bulk purchases with suppliers is expected to impact their pricing and promotions, making packaged brownies more appealing to a broader audience. These distribution channels offer a convenient and familiar environment for consumers to explore and purchase packaged brownies, aligning with the broader trend of making such products easily accessible. Manufacturers in the packaged brownies industry typically prefer to sell their goods through supermarkets and hypermarkets owing to their large customer base. Major supermarket chains such as Walmart and Tesco have partnered with packaged brownies manufacturing companies to maintain an uninterrupted supply of popular brands.

A few players operating in the packaged brownies market include General Mills Inc, McKee Foods Corp, Grupo Bimbo SAB de CV, Britannia Industries Ltd, Elite Foods Pvt Ltd, Rich Products Corp, Flax4Life, Dolci di Maria, Sweet Street Desserts Inc, St Michel

Biscuits SAS, Mars Inc, nutrezybars, Dr. August Oetker Nahrungsmittel KG, Marks and Spencer Group Plc, and Pulsin Ltd, and among others. Players operating in the packaged brownies market focus on providing innovative and healthy products at affordable prices to fulfill customer demand.

The overall packaged brownies 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. The participants of 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 packaged brownies market.

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### 13.1 About The Insight Partners

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