

Baking Mixes Market Size, Share, and Outlook, 2025 Report- By Type (Flour, Sweeteners, Edible Oils, Cocoa and Chocolates, Others), Application (Cakes, muffins and Pastry, Bread, Cookies and biscuits, Others), Product (Conventional, Gluten-Free), Distribution Channel (Supermarkets and Hypermarkets, Convenience stores, Independent Retailers, Others, End-User, Retails Consumer, Food Services), and Companies, 2021-2032

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Abstracts

Baking Mixes Market Outlook

The global Baking Mixes market is expected to register a growth rate of 4.9% during the forecast period from \$2.4 Billion in 2024 to \$3.5 Billion in 2032. The Baking Mixes market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Baking Mixes segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Flour, Sweeteners, Edible Oils, Cocoa and Chocolates, Others), Application (Cakes, muffins and Pastry, Bread, Cookies and biscuits, Others), Product (Conventional, Gluten-Free), Distribution Channel (Supermarkets and Hypermarkets, Convenience stores, Independent Retailers, Others, End-User, Retails Consumer, Food Services). Over 70 tables and charts showcase findings from our latest survey report on Baking Mixes markets.

Baking Mixes Market Insights, 2025

The Baking Mixes Market in 2025 continues to grow driven by consumer demand for convenience without sacrificing homemade quality. These mixes simplify the baking process by pre-measuring ingredients for cakes, breads, cookies, and specialty items. Rising home baking trends, fueled by social media and health-conscious consumers opting for clean-label and organic ingredients, bolster market expansion. Manufacturers innovate with gluten-free, vegan, and allergen-free options to cater to diverse dietary needs. Retail distribution spans supermarkets, online grocery platforms, and specialty stores, with private labels gaining traction. Additionally, ready-to-bake innovations that combine baking mixes with pre-made components enhance ease of use. The market's growth aligns with lifestyle shifts toward DIY food preparation paired with convenience.

Five Trends that will define global Baking Mixes market in 2025 and Beyond

A closer look at the multi-million global market for Baking Mixes identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Baking Mixes companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Baking Mixes industry?

The Baking Mixes sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Baking Mixes Market Segment Insights

The Baking Mixes industry presents strong offers across categories. The analytical report offers forecasts of Baking Mixes industry performance across segments and countries. Key segments in the industry include By Type (Flour, Sweeteners, Edible Oils, Cocoa and Chocolates, Others), Application (Cakes, muffins and Pastry, Bread, Cookies and biscuits, Others), Product (Conventional, Gluten-Free), Distribution Channel (Supermarkets and Hypermarkets, Convenience stores, Independent

Retailers, Others, End-User, Retail Consumer, Food Services). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Baking Mixes market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Baking Mixes industry ecosystem. It assists decision-makers in evaluating global Baking Mixes market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Baking Mixes industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

Asia Pacific Baking Mixes Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Baking Mixes Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Baking Mixes with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Baking Mixes market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Baking Mixes market Insights Executives are most excited about opportunities for the US Baking Mixes industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Baking Mixes companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Baking Mixes market.

Latin American Baking Mixes market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Baking Mixes Markets New Opportunities for Companies
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Baking Mixes markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana,

Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Baking Mixes markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Baking Mixes companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Allied Pinnacle Pty Ltd, Archer-Daniels-Midland Company, Bakels Group, Echema Technologies, LLC, Lesaffre (Lesaffre Group), General Mills, Inc. (Pillsbury), Puratos Group, Swiss Bake Ingredients Pvt. Ltd., Watson Inc.

Baking Mixes Market Scope

Leading Segments

By Type

Flour

Sweeteners

Edible Oils

Cocoa and Chocolates

Others

By Application

Cakes, muffins and Pastry

Bread

Cookies and biscuits

Others

By Product

Conventional

Gluten-Free

By Distribution Channel

Supermarkets and Hypermarkets

Convenience stores

Independent Retailers

Others

By End-User

Retails Consumer

Food Services

Leading Companies

Allied Pinnacle Pty Ltd

Archer-Daniels-Midland Company

Bakels Group

Echema Technologies, LLC

Lesaffre (Lesaffre Group)

General Mills, Inc. (Pillsbury)

Puratos Group

Swiss Bake Ingredients Pvt. Ltd.

Watson Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Baking Mixes Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Baking Mixes Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL BAKING MIXES MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Baking Mixes Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. BAKING MIXES MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Type
 - Flour
 - Sweeteners
 - Edible Oils
 - Cocoa and Chocolates
 - Others
- By Application
 - Cakes, muffins and Pastry
 - Bread
 - Cookies and biscuits
 - Others
- By Product
 - Conventional
 - Gluten-Free
- By Distribution Channel
 - Supermarkets and Hypermarkets
 - Convenience stores
 - Independent Retailers
 - Others
- By End-User
 - Retails Consumer
 - Food Services

6. GLOBAL BAKING MIXES MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA BAKING MIXES MARKET SIZE OUTLOOK

- 6.1 Key Market Statistics, 2024
- 6.2 North America Baking Mixes Market Trends and Growth Opportunities
 - 6.2.1 North America Baking Mixes Market Outlook by Type
 - 6.2.2 North America Baking Mixes Market Outlook by Application
- 6.3 North America Baking Mixes Market Outlook by Country
 - 6.3.1 The US Baking Mixes Market Outlook, 2021- 2032
 - 6.3.2 Canada Baking Mixes Market Outlook, 2021- 2032
 - 6.3.3 Mexico Baking Mixes Market Outlook, 2021- 2032

7. EUROPE BAKING MIXES MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Baking Mixes Market Trends and Growth Opportunities
 - 7.2.1 Europe Baking Mixes Market Outlook by Type
 - 7.2.2 Europe Baking Mixes Market Outlook by Application
- 7.3 Europe Baking Mixes Market Outlook by Country
 - 7.3.2 Germany Baking Mixes Market Outlook, 2021- 2032
 - 7.3.3 France Baking Mixes Market Outlook, 2021- 2032
 - 7.3.4 The UK Baking Mixes Market Outlook, 2021- 2032
 - 7.3.5 Spain Baking Mixes Market Outlook, 2021- 2032
 - 7.3.6 Italy Baking Mixes Market Outlook, 2021- 2032
 - 7.3.7 Russia Baking Mixes Market Outlook, 2021- 2032
 - 7.3.8 Rest of Europe Baking Mixes Market Outlook, 2021- 2032

8. ASIA PACIFIC BAKING MIXES MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Baking Mixes Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Baking Mixes Market Outlook by Type
 - 8.2.2 Asia Pacific Baking Mixes Market Outlook by Application
- 8.3 Asia Pacific Baking Mixes Market Outlook by Country

- 8.3.1 China Baking Mixes Market Outlook, 2021- 2032
- 8.3.2 India Baking Mixes Market Outlook, 2021- 2032
- 8.3.3 Japan Baking Mixes Market Outlook, 2021- 2032
- 8.3.4 South Korea Baking Mixes Market Outlook, 2021- 2032
- 8.3.5 Australia Baking Mixes Market Outlook, 2021- 2032
- 8.3.6 South East Asia Baking Mixes Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Baking Mixes Market Outlook, 2021- 2032

9. SOUTH AMERICA BAKING MIXES MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Baking Mixes Market Trends and Growth Opportunities
 - 9.2.1 South America Baking Mixes Market Outlook by Type
 - 9.2.2 South America Baking Mixes Market Outlook by Application
- 9.3 South America Baking Mixes Market Outlook by Country
 - 9.3.1 Brazil Baking Mixes Market Outlook, 2021- 2032
 - 9.3.2 Argentina Baking Mixes Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Baking Mixes Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA BAKING MIXES MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Baking Mixes Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Baking Mixes Market Outlook by Type
 - 10.2.2 Middle East and Africa Baking Mixes Market Outlook by Application
- 10.3 Middle East and Africa Baking Mixes Market Outlook by Country
 - 10.3.1 Saudi Arabia Baking Mixes Market Outlook, 2021- 2032
 - 10.3.2 The UAE Baking Mixes Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Baking Mixes Market Outlook, 2021- 2032
 - 10.3.4 South Africa Baking Mixes Market Outlook, 2021- 2032
 - 10.3.5 Egypt Baking Mixes Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Baking Mixes Market Outlook, 2021- 2032

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - Allied Pinnacle Pty Ltd
 - Archer-Daniels-Midland Company
 - Bakels Group

Echema Technologies, LLC
Lesaffre (Lesaffre Group)
General Mills, Inc. (Pillsbury)
Puratos Group
Swiss Bake Ingredients Pvt. Ltd.
Watson Inc.

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

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