

# **Cookies Market Size, Share, and Outlook, 2025 Report- By Type (Bar Cookies, Drop Cookies, Fried Cookies, Molded Cookies, Refrigerator Cookies, Others), Ingredient (Chocolate Chips, Butter, Peanut Butter, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Bakeries and Confectioneries, Independent Retailers, Online), and Companies, 2021-2032**

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## **Abstracts**

### **Cookies Market Outlook**

The global Cookies market is expected to register a growth rate of 4.9% during the forecast period from \$45.2 Billion in 2024 to \$66.3 Billion in 2032. The Cookies 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 Cookies segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Bar Cookies, Drop Cookies, Fried Cookies, Molded Cookies, Refrigerator Cookies, Others), Ingredient (Chocolate Chips, Butter, Peanut Butter, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Bakeries and Confectioneries, Independent Retailers, Online). Over 70 tables and charts showcase findings from our latest survey report on Cookies markets.

### **Cookies Market Insights, 2025**

The cookies market is adapting quickly to changing consumer habits, with a noticeable shift toward health-focused and functional snacking options. While traditional cookies—rich in butter and sugar—continue to enjoy popularity, the market has expanded to include a wide variety of products that align with evolving dietary needs. Gluten-free, keto-friendly, and high-protein cookies are now common offerings, especially among younger consumers who are highly ingredient-conscious. Many brands are also experimenting with natural sweeteners, superfoods, and whole grains to appeal to those seeking guilt-free indulgence. At the same time, there's strong interest in premium cookies with unique flavor profiles, artisanal production methods, and eye-catching packaging. Convenience is also a major factor driving innovation, with individually wrapped cookies and snack packs catering to on-the-go lifestyles. The growing presence of online grocery platforms has enabled niche cookie brands to expand their reach quickly, contributing to a highly competitive and fast-evolving market.

### Five Trends that will define global Cookies market in 2025 and Beyond

A closer look at the multi-million global market for Cookies identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Cookies 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 Cookies industry?

The Cookies 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.

### Cookies Market Segment Insights

The Cookies industry presents strong offers across categories. The analytical report offers forecasts of Cookies industry performance across segments and countries. Key segments in the industry include By Type (Bar Cookies, Drop Cookies, Fried Cookies, Molded Cookies, Refrigerator Cookies, Others), Ingredient (Chocolate Chips, Butter, Peanut Butter, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail

Stores, Bakeries and Confectioneries, Independent Retailers, Online). 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, Cookies 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 Cookies industry ecosystem. It assists decision-makers in evaluating global Cookies market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Cookies 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 Cookies 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 Cookies 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 Cookies 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 Cookies market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Cookies 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 Cookies market.

Latin American Cookies 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 Cookies 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 Cookies 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 Cookies markets including the UAE, Saudi Arabia,

Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive LandscapeHow Cookies 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 Mondelez International, Kellogg Company, Danone S.A., Voortman Cookies Ltd., Cira's Enterprises Inc, Pepperidge Farm Incorporated (Campbell Soup Company), Nestlé S.A., Whole Foods Market IP, L.P. (Amazon.com), Dare Foods Limited (Bear Paws), Trader Joe's Company, General Mills, Inc. (Pillsbury), Ben's Cookies Limited, Lindt and Sprüngli AG, 2 Sisters Food Group Limited (Fox's Biscuits), Snyder's-Lance, Inc. (The Hershey Company), Dofreeze LLC, Parle Products Private Limited, Dukes Consumer Products LLC, Anmol Industries Limited.

## Cookies Market Scope

### Leading Segments

#### By Type

Bar Cookies

Drop Cookies

Fried Cookies

Molded Cookies

Refrigerator Cookies

Others

#### By Ingredient

Chocolate Chips

Butter

Peanut Butter

Others

By Distribution Channel

Supermarkets and Hypermarkets

Retail Stores

Bakeries and Confectioneries

Independent Retailers

Online

Leading Companies

Mondelez International

Kellogg Company

Danone S.A.

Voortman Cookies Ltd.

Cira's Enterprises Inc

Pepperidge Farm Incorporated (Campbell Soup Company)

Nestlé S.A.

Whole Foods Market IP, L.P. (Amazon.com)

Dare Foods Limited (Bear Paws)

Trader Joe's Company

General Mills, Inc. (Pillsbury)

Ben's Cookies Limited

Lindt and Sprüngli AG

2 Sisters Food Group Limited (Fox's Biscuits)

Snyder's-Lance, Inc. (The Hershey Company)

Dofreeze LLC

Parle Products Private Limited

Dukes Consumer Products LLC

Anmol Industries Limited

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi 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 Cookies Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Cookies 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 COOKIES 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 Cookies 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. COOKIES 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
  - Bar Cookies
  - Drop Cookies
  - Fried Cookies
  - Molded Cookies
  - Refrigerator Cookies
  - Others
- By Ingredient
  - Chocolate Chips
  - Butter
  - Peanut Butter
  - Others
- By Distribution Channel
  - Supermarkets and Hypermarkets
  - Retail Stores
  - Bakeries and Confectioneries
  - Independent Retailers
  - Online

## **6. GLOBAL COOKIES MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case

### 6.3 High Growth Scenario

## **6. NORTH AMERICA COOKIES MARKET SIZE OUTLOOK**

### 6.1 Key Market Statistics, 2024

### 6.2 North America Cookies Market Trends and Growth Opportunities

#### 6.2.1 North America Cookies Market Outlook by Type

#### 6.2.2 North America Cookies Market Outlook by Application

### 6.3 North America Cookies Market Outlook by Country

#### 6.3.1 The US Cookies Market Outlook, 2021- 2032

#### 6.3.2 Canada Cookies Market Outlook, 2021- 2032

#### 6.3.3 Mexico Cookies Market Outlook, 2021- 2032

## **7. EUROPE COOKIES MARKET SIZE OUTLOOK**

### 7.1 Key Market Statistics, 2024

### 7.2 Europe Cookies Market Trends and Growth Opportunities

#### 7.2.1 Europe Cookies Market Outlook by Type

#### 7.2.2 Europe Cookies Market Outlook by Application

### 7.3 Europe Cookies Market Outlook by Country

#### 7.3.2 Germany Cookies Market Outlook, 2021- 2032

#### 7.3.3 France Cookies Market Outlook, 2021- 2032

#### 7.3.4 The UK Cookies Market Outlook, 2021- 2032

#### 7.3.5 Spain Cookies Market Outlook, 2021- 2032

#### 7.3.6 Italy Cookies Market Outlook, 2021- 2032

#### 7.3.7 Russia Cookies Market Outlook, 2021- 2032

#### 7.3.8 Rest of Europe Cookies Market Outlook, 2021- 2032

## **8. ASIA PACIFIC COOKIES MARKET SIZE OUTLOOK**

### 8.1 Key Market Statistics, 2024

### 8.2 Asia Pacific Cookies Market Trends and Growth Opportunities

#### 8.2.1 Asia Pacific Cookies Market Outlook by Type

#### 8.2.2 Asia Pacific Cookies Market Outlook by Application

### 8.3 Asia Pacific Cookies Market Outlook by Country

#### 8.3.1 China Cookies Market Outlook, 2021- 2032

#### 8.3.2 India Cookies Market Outlook, 2021- 2032

#### 8.3.3 Japan Cookies Market Outlook, 2021- 2032

#### 8.3.4 South Korea Cookies Market Outlook, 2021- 2032

- 8.3.5 Australia Cookies Market Outlook, 2021- 2032
- 8.3.6 South East Asia Cookies Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Cookies Market Outlook, 2021- 2032

## **9. SOUTH AMERICA COOKIES MARKET SIZE OUTLOOK**

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

## **10. MIDDLE EAST AND AFRICA COOKIES MARKET SIZE OUTLOOK**

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

## **11. COMPANY PROFILES**

- 11.1 Leading 10 Companies
  - Mondelez International
  - Kellogg Company
  - Danone S.A.
  - Voortman Cookies Ltd.
  - Cira's Enterprises Inc
  - Pepperidge Farm Incorporated (Campbell Soup Company)
  - Nestlé S.A.

Whole Foods Market IP, L.P. (Amazon.com)  
Dare Foods Limited (Bear Paws)  
Trader Joe's Company  
General Mills, Inc. (Pillsbury)  
Ben's Cookies Limited  
Lindt and Sprüngli AG

## **2 SISTERS FOOD GROUP LIMITED (FOX'S BISCUITS)**

Snyder's-Lance, Inc. (The Hershey Company)  
Dofreeze LLC  
Parle Products Private Limited  
Dukes Consumer Products LLC  
Anmol Industries Limited  
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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