

Fresh Mozzarella Market Size, Share, and Outlook, 2025 Report- By Form (Block, Cubes, Slice, Others), Application (Pizza, Pasta, Burger, Cake, Lasagne, Others), End-User (Residential, Commercial), Distribution Channel (Supermarkets and Hypermarkets, Independent Retailers, Convenience Stores, Online Store), and Companies, 2021-2032

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Abstracts

Fresh Mozzarella Market Outlook

The global Fresh Mozzarella market is expected to register a growth rate of 6.4% during the forecast period from \$2.9 Billion in 2024 to \$4.8 Billion in 2032. The Fresh Mozzarella 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 Fresh Mozzarella segments across 22 countries from 2021 to 2032. Key segments in the report include By Form (Block, Cubes, Slice, Others), Application (Pizza, Pasta, Burger, Cake, Lasagne, Others), End-User (Residential, Commercial), Distribution Channel (Supermarkets and Hypermarkets, Independent Retailers, Convenience Stores, Online Store). Over 70 tables and charts showcase findings from our latest survey report on Fresh Mozzarella markets.

Fresh Mozzarella Market Insights, 2025

The fresh mozzarella market in 2025 benefits from growing consumer preferences for authentic, artisanal, and high-quality dairy products. The increasing popularity of Italian

cuisine globally drives demand for fresh mozzarella in pizzas, salads, and antipasti. Innovations focus on extending shelf life without compromising texture and flavor, including modified atmosphere packaging and refrigerated supply chain optimization. Organic and locally sourced fresh mozzarella attract premium consumers seeking traceability and clean-label products. Specialty varieties, such as buffalo milk mozzarella, are gaining traction for their distinctive taste profiles. Foodservice channels, including restaurants and catering, remain major end-users alongside retail supermarkets expanding ready-to-eat cheese offerings. Sustainability initiatives target reduced water usage and emissions in dairy farming, influencing producer practices. Export growth is notable, with European and North American producers expanding into Asia-Pacific and Middle Eastern markets.

Five Trends that will define global Fresh Mozzarella market in 2025 and Beyond

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

The Fresh Mozzarella 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.

Fresh Mozzarella Market Segment Insights

The Fresh Mozzarella industry presents strong offers across categories. The analytical report offers forecasts of Fresh Mozzarella industry performance across segments and countries. Key segments in the industry include By Form (Block, Cubes, Slice, Others), Application (Pizza, Pasta, Burger, Cake, Lasagne, Others), End-User (Residential, Commercial), Distribution Channel (Supermarkets and Hypermarkets, Independent Retailers, Convenience Stores, Online Store). 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, Fresh Mozzarella 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 Fresh Mozzarella industry ecosystem. It assists decision-makers in evaluating global Fresh Mozzarella market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

Asia Pacific Fresh Mozzarella 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 Fresh Mozzarella 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 Fresh Mozzarella 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 Fresh Mozzarella market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

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

Latin American Fresh Mozzarella 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 Fresh Mozzarella 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 Fresh Mozzarella 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 Fresh Mozzarella markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Fresh Mozzarella 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 BelGioioso Cheese Inc., Groupe Lactalis, Granarolo S.p.A., Saputo Inc., Emmi AG, Lactalis Group, Leprino Foods Company, Fonterra Co-operative Group Limited.

Fresh Mozzarella Market Scope

Leading Segments

By Form

Block

Cubes

Slice

Others

By Application

Pizza

Pasta

Burger

Cake

Lasagne

Others

By End-User

Residential

Commercial

By Distribution Channel

Supermarkets and Hypermarkets

Independent Retailers

Convenience Stores

Online Store

Leading Companies

BelGioioso Cheese Inc.

Groupe Lactalis

Granarolo S.p.A.

Saputo Inc.

Emmi AG

Lactalis Group

Leprino Foods Company

Fonterra Co-operative Group Limited

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 Fresh Mozzarella Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Fresh Mozzarella 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 FRESH MOZZARELLA 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 Fresh Mozzarella 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. FRESH MOZZARELLA 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 Form
 - Block
 - Cubes
 - Slice
 - Others
- By Application
 - Pizza
 - Pasta
 - Burger
 - Cake
 - Lasagne
 - Others
- By End-User
 - Residential
 - Commercial
- By Distribution Channel
 - Supermarkets and Hypermarkets
 - Independent Retailers
 - Convenience Stores
 - Online Store

6. GLOBAL FRESH MOZZARELLA MARKET OUTLOOK ACROSS GROWTH SCENARIOS

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

6. NORTH AMERICA FRESH MOZZARELLA MARKET SIZE OUTLOOK

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

7. EUROPE FRESH MOZZARELLA MARKET SIZE OUTLOOK

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

8. ASIA PACIFIC FRESH MOZZARELLA MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Fresh Mozzarella Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Fresh Mozzarella Market Outlook by Type
 - 8.2.2 Asia Pacific Fresh Mozzarella Market Outlook by Application
- 8.3 Asia Pacific Fresh Mozzarella Market Outlook by Country
 - 8.3.1 China Fresh Mozzarella Market Outlook, 2021- 2032

- 8.3.2 India Fresh Mozzarella Market Outlook, 2021- 2032
- 8.3.3 Japan Fresh Mozzarella Market Outlook, 2021- 2032
- 8.3.4 South Korea Fresh Mozzarella Market Outlook, 2021- 2032
- 8.3.5 Australia Fresh Mozzarella Market Outlook, 2021- 2032
- 8.3.6 South East Asia Fresh Mozzarella Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Fresh Mozzarella Market Outlook, 2021- 2032

9. SOUTH AMERICA FRESH MOZZARELLA MARKET SIZE OUTLOOK

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

10. MIDDLE EAST AND AFRICA FRESH MOZZARELLA MARKET SIZE OUTLOOK

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

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - BelGioioso Cheese Inc.
 - Groupe Lactalis
 - Granarolo S.p.A.

Saputo Inc.
Emmi AG
Lactalis Group
Leprino Foods Company
Fonterra Co-operative Group 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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