

# **Frosting and Icing Market Size, Trends, Analysis, and Outlook By Product (Buttercream Frosting, Boiled or Cooked Icing, Ganache, Royal Icing, Dusting, Cream Cheese Frosting, Others), By Type (Icing, Frosting), By Category (Gluten-Free, Conventional), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online Retail, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global Frosting and Icing Market Size is valued at \$9.8 Billion in 2024 and is forecast to register a growth rate (CAGR) of 5.4% to reach \$14.9 Billion by 2032.

The frosting and icing market is poised for growth as consumers increasingly seek creative and customizable dessert options. The rising popularity of home baking and cake decorating drives demand for a variety of frostings and icings, from traditional buttercream to innovative vegan alternatives. The trend towards clean-label products encourages manufacturers to focus on natural ingredients, appealing to health-conscious consumers looking for quality. Additionally, the increasing interest in themed and specialty cakes enhances market potential, as frosting and icing become essential components in celebrating occasions and expressing creativity in dessert making.

### **Frosting and Icing Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Frosting and Icing survey report provides the market size outlook across types, applications, and segments globally and

regionally. It also offers data-driven insights and actionable recommendations for companies in the Frosting and Icing industry.

Key market trends defining the global Frosting and Icing demand in 2025 and Beyond

The Frosting and Icing industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Frosting and Icing Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Frosting and Icing industry

Leading Frosting and Icing companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Frosting and Icing companies.

Frosting and Icing Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage

strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Frosting and Icing Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Frosting and Icing industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

### Frosting and Icing Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Frosting and Icing Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Frosting and Icing market segments. Similarly, strong market demand encourages Canadian Frosting and Icing companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Frosting and Icing Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Frosting and Icing industry remains the major market for companies in the European Frosting and Icing industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European

Frosting and Icing market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

**Asia Pacific Frosting and Icing Market Size Outlook-** an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Frosting and Icing in Asia Pacific. In particular, China, India, and South East Asian Frosting and Icing markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Frosting and Icing Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Frosting and Icing Market Size Outlook-** continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Frosting and Icing market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Frosting and Icing.

### Frosting and Icing Company Profiles

The global Frosting and Icing market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial

profiles. The leading companies included in the study are Cake Craft Factory LLC, Conagra Brands Inc, Dixie's Cakes and More Inc, Dr. Oetker Ltd, General Mills Inc, Pillsbury Co, Rich Products Corp, The Purple Mixer Inc, The Simple Kitchen Oakville Inc, Wilton Brands LLC.

## Recent Frosting and Icing Market Developments

The global Frosting and Icing market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Frosting and Icing Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

*Frosting and Icing Market Size, Trends, Analysis, and Outlook By Product (Buttercream Frosting, Boiled or Cook...*

## By Product

Buttercream Frosting

Boiled or Cooked Icing

Ganache

Royal Icing

Dusting

Cream Cheese Frosting

Others

## By Type

Icing

Frosting

## By Category

Gluten-Free

Conventional

## By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Online Retail

Others

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Cake Craft Factory LLC

Conagra Brands Inc

Dixie's Cakes and More Inc

Dr. Oetker Ltd

General Mills Inc

Pillsbury Co

Rich Products Corp

The Purple Mixer Inc

The Simple Kitchen Oakville Inc

Wilton Brands LLC

Formats Available: Excel, PDF, and PPT

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- Boiled or Cooked Icing
- Ganache
- Royal Icing
- Dusting
- Cream Cheese Frosting
- Others
- Type
- Icing
- Frosting
- Category
- Gluten-Free
- Conventional
- Distribution Channel
- Supermarkets/Hypermarkets
- Specialty Stores
- Online Retail
- Others

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- Ganache
- Royal Icing

Dusting  
Cream Cheese Frosting  
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Type

Icing

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Category

Gluten-Free

Conventional

Distribution Channel

Supermarkets/Hypermarkets

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Ganache

Royal Icing

Dusting

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Others

Type

Icing

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Category

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Distribution Channel

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