

United States Cookies Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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Report description:

The US Cookies Market is valued at USD 11,677.1 million in the current year, and it is projected to register a CAGR of 3.38% over the next five years.

Cookies are a quick and convenient source of nourishment and energy and have a higher shelf life. The demand for innovative cookie products is consistently rising in developed countries like the United States, the United Kingdom, France, etc. Cookie manufacturers are also focusing on increasing sales by encouraging customers to shop online. Consumers are continuing to look for newer variations of cookie items, allowing retailers to tailor a plan to meet their current demands by offering more relevant products. The increased number of people working from home during the lockdown impacted the growing demand for cookies as people stocked up on staple goods such as cookies and biscuits. Cookies are consumed as a dessert or a reward as a healthy treat after a workout.

Over the medium term, due to various health and wellness concerns, innovations are transforming market dynamics worldwide. Consumer interest in cookies has grown due to increased product offerings from vendors, including new flavors, safe ingredients, and packaging. Customers are shifting away from products that appear or taste artificial. Thus, businesses are advertising their usage of genuine components on the labels. Manufacturers are aggressively marketing their products in the region to gain an edge over other brands. Companies are heavily investing in advertisements and promotions to attract consumers toward their range of products. The increasing awareness of the transparency of ingredients used in these products is also boosting the consumption of fresh and unprocessed products, like cookies. This market trend is expected to further boost the sales of cookies in the country in the future.

US Cookies Market Trends

Increasing Demand for Innovative and Creative Cookies

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Due to various health and wellness concerns, innovations are transforming market dynamics worldwide. Consumer interest in cookies has grown due to increased product offerings from vendors, including new flavors, safe ingredients, and packaging. Customers are shifting away from products that appear or taste artificial, thus encouraging businesses to advertise their usage of genuine components through transparent marketing. Consumers desire delectable products with unique flavors and combinations, which are being catered to by cookie makers. Leading manufacturers attempt to improve their long-standing, well-known core items, resulting in growth-stimulating and creative cookie offerings. The demand for freshly baked or hand-made cookies has also surged among consumers as they become more aware of the ingredients used in the products, thus influencing the shift toward fresh bakery products. The main reason for the rising consumption of these new and unprocessed products is the increasing awareness of the transparency of ingredients used in these products, thus boosting the US cookies market.

Increasing Sales in the Supermarket's Bakery Section

Shopping at hypermarkets/supermarkets is also perceived as beneficial due to the heavy discounts, offers, product bundling, and other consumer-oriented schemes available for the customers. They hold a strong position due to the wide selection of brands and frequent price promotions. These channels are the foremost preference of cookie manufacturers to launch new products and increase their market share, primarily because of their increasing footprints compared to other distribution channels, which mainly grow their presence across the country. Supermarkets/hypermarkets also have an abundance of choices in the biscuit category.

As a result, there is fierce competition to differentiate various brands of biscuits on supermarket shelves, pushing biscuit manufacturers to reposition their products as premium items in-store, catering to special consumer needs, such as sugar-free, high fiber, gluten-free, flavor, packaging, or targeting specific age group consumers. Such a wide supply of biscuits has resulted in an increasing share of supermarkets/hypermarkets. The growing market share of the hypermarket segment can also be attributed to the consumers' practice of purchasing products in bulk and family packs. Consumers prefer one-stop shopping to buy everyday household goods, including snacks, thus boosting the revenue generation of hypermarkets and supermarkets.

US Cookies Market Competitor Analysis

Mondelez International, The Campbell Soup Company, Grupo Bimbo, and General Mills are some of the leading players in the country. The companies are increasing their product lines and expanding their presence in the country. They are also increasing their investments in R&D and marketing and are expanding their distribution channels to maintain their positions in the market. They are also adopting competitive strategies by investing more in product development to introduce cookies and innovative flavors that could cater to a larger audience. These players focus on social media platforms and online distribution channels for online marketing and branding of their products (especially cookies) to attract more customers.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

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4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Industry Attractiveness - Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 Type

5.1.1 Filled Biscuits

5.1.2 Chocolate-coated Biscuits

5.1.3 Cookies

5.1.4 Sandwich Biscuits

5.1.5 Plain Biscuits

5.1.6 Other Types

5.2 Category

5.2.1 Conventional

5.2.2 Better for You

5.2.2.1 Low Calorie

5.2.2.2 Cholesterol-free

5.2.2.3 Gluten-free

5.2.2.4 Organic

5.2.2.5 Other Categories

5.3 Distribution Channel

5.3.1 Hypermarkets/Supermarkets

5.3.2 Convenience Stores

5.3.3 Specialist Retailers

5.3.4 Online Retailers

5.3.5 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

6.1 Most Adopted Strategies

6.2 Market Share Analysis

6.3 Company Profiles

6.3.1 Mondelez International Inc.

6.3.2 Ferrero Group

6.3.3 Campbell Soup Company

6.3.4 Girl Scouts of the USA

6.3.5 Mckee Foods Corporation

6.3.6 Grupo Bimbo

6.3.7 General Mills Inc.

6.3.8 PepsiCo Inc.

6.3.9 Meiji Holdings Co. Ltd

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6.3.10 Hostess Brands LLC

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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