

## **United States Bake-off Bakery Market Report and Forecast 2024-2032**

Market Report | 2023-11-09 | 158 pages | EMR Inc.

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### **Report description:**

United States Bake-off Bakery Market Report and Forecast 2024-2032

#### **Market Outlook**

According to the report by Expert Market Research (EMR), United States bake-off bakery market is projected to grow at a CAGR of 2% between 2024 and 2032. Aided by altering food preferences and easy availability of fresh baked goods, the market is expected to grow significantly by 2032.

The bake-off concept, often dubbed "par-baking", involves partially baking items to about 80% of the complete process and then rapidly freezing them. These products are then dispatched to retailers, cafes, and restaurants where the baking process is completed, delivering products that exude freshness, straight out of the oven, to the consumer. This concept has grown in popularity owing to its ability to marry convenience with quality.

The surging demand for freshly baked goods in the US is the main driving force behind the United States bake-off bakery market growth. The sensory delight of a freshly baked loaf of bread or a crispy croissant is hard to resist for many consumers. With the hustle and bustle of modern American life, the time to bake from scratch at home has become a luxury. The bake-off method bridges this gap, providing consumers with oven-fresh products without the associated time investment.

In addition to the promise of freshness, the proliferation of global flavours and dietary preferences has expanded the product range in the bake-off sector. From gluten-free bagels to keto-friendly muffins and artisanal European pastries, the bake-off bakery market now offers something for every palate and dietary requirement.

Health trends, too, haven't been left behind. The modern American consumer, while relishing a good pastry, is also more informed and health conscious. This has led to the introduction of bake-off products with reduced sugar, whole grains, and fortified ingredients, meeting both taste and nutritional demands.

The foodservice sector's growth, which includes cafes, quick-service restaurants, and hotels, has also been instrumental in propelling the United States bake-off bakery market demand. These establishments favour the bake-off method for its cost-effectiveness, reduced waste, and the promise of consistent quality. With limited need for skilled bakers and the ability to quickly respond to demand, the model offers an efficient solution.

Furthermore, technological advancements in freezing, storage, and transportation have played a crucial role in United States bake-off bakery market expansion. These innovations ensure that the quality, flavour, and texture of the baked goods remain

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uncompromised, from the bakery to the consumer's plate.

#### Market Segmentation

The market can be divided based on product, distribution channel, and region.

#### Market Breakup by Product

- Bread
  - o□Baguette
  - o□Brown
  - o□White
- Pastry
  - o□Puff
  - o□Danish
  - o□Others
- Patisserie
  - o□Cakes
  - o□Tarts
  - o□Others
- Sweet Treats
  - o□Donut
  - o□Muffins
  - o□Brownies
  - o□Cookies
  - o□Others

#### Market Breakup by Distribution Channel

- Artisanal Bakeries
- Modern Stores
- HoReCa
- Bakery Chains
- Online
- Others

#### Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States bake-off bakery market. Some of the major players explored in the report by Expert Market Research are as follows:

- Guttenplan
- BIMBO Food Service USA.
- Lantmannen Unibake USA, Inc.
- Alpha Baking Company, Inc.
- TreeHouse Foods, Inc

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\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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