

United States Cookies Market Report and Forecast 2024-2032

Market Report | 2024-04-16 | 179 pages | EMR Inc.

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Report description:

United States Cookies Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States cookies market size reached a value of USD 7.59 billion in 2023. Aided by the burgeoning consumer inclination towards indulgent and convenient snack options and the innovative approaches taken by manufacturers to appeal to a broad consumer base, the market is projected to further grow at a CAGR of 3.8% between 2024 and 2032 to reach a value of USD 10.70 billion by 2032.

Cookies, often referred to as biscuits in various parts of the world, are baked treats typically made from flour, sugar, and oil or fat, and can include various mix-ins such as chocolate chips, nuts, or dried fruits. In the United States, cookies hold a significant place in the snack food sector due to their widespread popularity across all age groups. They are considered a staple in household pantries due to their convenience, variety, and long shelf life.

The United States cookies market growth is primarily driven by the growing trend of snacking and the rising consumer preference for premium and gourmet cookie options. The market has seen a shift towards more health-conscious products, including reduced sugar, gluten-free, and whole grain options, catering to the evolving dietary preferences of consumers. This shift is supported by increasing health awareness and a growing emphasis on eating healthier food products.

As per the United States cookies market analysis, the surge in demand for convenient snack options that can be consumed on the go or as part of a balanced diet is a significant growth driver for the cookies market in the United States. Busy lifestyles and increasing employment rates have led consumers to seek quick and satisfying snack solutions that do not compromise on taste or quality.

Furthermore, the expansion of the market is fuelled by continuous product innovation by key players who introduce unique flavours, textures, and health-oriented products. As per the United States cookies market outlook, seasonal and limited-edition releases also help in maintaining consumer interest and boosting sales volumes.

A prominent trend is the increasing consumer demand for healthier cookie options. This includes cookies with reduced sugar, no added sugar, and those made with alternative sweeteners like stevia and monk fruit. Additionally, there is a growing interest in cookies featuring functional ingredients such as protein, fibre, and added vitamins to enhance their nutritional profile which also boosts the United States cookies market expansion. Brands are also developing cookies with organic and non-GMO ingredients to

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cater to health-conscious consumers.

The rise of veganism and plant-based diets has spurred the introduction of vegan cookies in the market. These cookies are made without any animal-derived ingredients, appealing not only to vegans but also to lactose-intolerant consumers and those looking to reduce their environmental footprint. The use of plant-based ingredients in the cookies market in the United States like almond flour, coconut oil, and flaxseeds is becoming more common in cookie formulations.

There is a noticeable shift towards premiumisation in the cookies market, with consumers willing to pay a higher price for gourmet, artisanal, and specially crafted cookies. These often feature exotic flavours, high-quality ingredients, and unique combinations, such as sea salt with caramel, lavender with white chocolate, or matcha green tea cookies. Packaging is also an important aspect of premium cookies, with more luxurious and gift-worthy packaging options becoming popular.

Geographically, the United States cookies market share is distributed across the Northeast, Midwest, South, and West regions of the United States. The West and Northeast regions lead in terms of market share due to higher consumer spending power and the presence of key market players.

Market Segmentation □

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

Market Breakup by Ingredient

- Chocolate
- Oatmeal
- Cream
- Butter
- Ginger
- Honey
- Coconut
- Others

Market Breakup by Product

- Bar Cookies
- Drop Cookies
- No-Bake Cookies
- Moulded Cookies
- Rolled Cookies
- Sandwich Cookies
- Others

Market Breakup by Packaging

- Flexible
- Rigid
- Others

Market Breakup by Distribution Channel

- Supermarkets/Hypermarkets
- Convenience Stores
- Online Channels
- Others

Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest

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-□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 cookies market. Some of the major players explored in the report by Expert Market Research are as follows:

-□Mondelez International

-□Ferrero International

-□Campbell Soup Company

-□Girl Scouts of the USA

-□Grupo Bimbo

-□PepsiCo, Inc.

-□General Mills Inc.

-□McKee Foods Corporation

-□Meiji Holdings Co., Ltd.

-□The J.M. Smucker Company

-□Others

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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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