

Global Marzipan Market Report and Forecast 2024-2032

Market Report | 2024-05-02 | 195 pages | EMR Inc.

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Report description:

Global Marzipan Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global marzipan market size reached a value of USD 1.58 billion in 2023. Aided by the rising demand for desserts and growing need for snacking and munching food options, the market is projected to further grow at a CAGR of 4.1% between 2024 and 2032 to reach a value of USD 2.28 billion by 2032.

Marzipan, a delectable confectionery made primarily from sugar, almond meal, and egg whites, enjoys popularity worldwide, celebrated for its unique texture, flavour, and versatility. Typically moulded into various shapes, marzipan is often used as a standalone treat, decoration for cakes and pastries, or as an ingredient in a wide range of desserts and confections. Renowned for its rich history and cultural significance, marzipan has become a beloved indulgence across different regions and culinary traditions.

The marzipan market growth is propelled by several key drivers. The increasing demand for premium and artisanal confectionery products, driven by changing consumer lifestyles, rising disposable incomes, and evolving taste preferences, has significantly contributed to the growth of the marzipan market. Additionally, the growing popularity of gourmet desserts, pastries, and confections in the foodservice sector has created a lucrative market for marzipan as a versatile ingredient and decorative element.

Moreover, the expanding global bakery and confectionery sector, coupled with the rise of specialty bakeries, patisseries, and chocolatiers, has fuelled the demand for marzipan-based products, driving market growth. Furthermore, the growing trend towards clean label and natural ingredients in food products has led to increased consumer interest in marzipan, as it is made from simple, natural ingredients without artificial additives or preservatives, consequently driving up the marzipan market share. The market is characterised by continuous innovation and product development aimed at meeting consumer demand for unique flavours, textures, and formats. Manufacturers are introducing innovative variants of marzipan infused with natural flavours such as citrus, berry, and chocolate, catering to diverse consumer preferences and expanding the market appeal of marzipan-based products.

Furthermore, the adoption of advanced processing techniques and machinery has enhanced the quality, consistency, and shelf life of marzipan products, enabling manufacturers to meet stringent quality standards and regulatory requirements. Additionally, the

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emergence of vegan and allergen-free marzipan variants, made from alternative ingredients such as almond substitutes and plant-based binders, has addressed the needs of consumers with dietary restrictions and preferences, leading to marzipan market development.

Additionally, there is a growing demand for semi-finished products because they can be easily shaped and moulded into various forms according to specific needs. These semi-finished products offer customisation advantages for households and bakeries alike. During the projected period, the increasing demand for artisanal baked goods is expected to enhance the use of semi-finished marzipan in handmade candies, cupcakes, breads, and specialty cakes, among other items.

The market reflects diverse trends and dynamics across different geographical regions. Europe, with its rich tradition of marzipan production and consumption, emerges as a leading market for marzipan, driven by strong demand in countries such as Germany, Sweden, and Spain, where marzipan is deeply ingrained in local culinary traditions and festive celebrations.

As per the marzipan market analysis, in North America, there is a growing popularity of European-style pastries and confections, coupled with increasing consumer interest in gourmet and artisanal foods, which has contributed to the expansion of the marzipan market. Furthermore, Asia Pacific, Latin America, and the Middle East are witnessing rising demand for marzipan, fuelled by factors such as urbanization, Westernization of dietary habits, and increasing exposure to international cuisines.

Market Segmentation □

The market can be divided based on the type, application, and region

Market Breakup by Type

- Finished Product
- Semi-Finished Product

Market Breakup by Application

- Direct
- Cake

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

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 global marzipan market. Some of the major players explored in the report by Expert Market Research are as follows:

- G Niederegger GmbH & Co. KG
- Moll Marzipan GmbH
- Lubeck Marzipan Factory v. Minden & Bruhns GmbH & Co. KG
- F Renshaw Ltd.
- Odense Marcipan A/S
- GEORG LEMKE GmbH & Co. KG
- Zentis Fruchtwelt GmbH & Co. KG
- Erasmi & Carstens GmbH
- Bako Marzipan
- Olo Marzipan O. Lohner AG
- Others

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