

**Macarons Market Report by Product (Basic, Chocolate, Strawberry, Lemon, Lavender Coconut, and Others), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Independent Retailers, Online Channel, and Others), and Region 2025-2033**

Market Report | 2025-01-10 | 128 pages | IMARC Group

**AVAILABLE LICENSES:**

- Electronic (PDF) Single User \$2999.00
- Five User Licence \$3999.00
- Enterprisewide License \$4999.00

**Report description:**

The global macarons market size reached USD 1,077.8 Million in 2024. Looking forward, IMARC Group expects the market to reach USD 1,715.4 Million by 2033, exhibiting a growth rate (CAGR) of 5.03% during 2025-2033. The rising awareness about the benefits of macarons, wide availability of macarons through online and offline distribution channels, and the growing number of restaurants, cafes, and bakeries represent some of the key factors positively influencing the market demand.

A macaron is a meringue-based sandwich cookie manufactured with almond flour, egg whites, powdered sugar, and food coloring. It has a smooth top, ruffled edges, and a flat bottom and filled with buttercream, ganache, and fruit-based jam. It is moist, slightly cakey, and chewy and can be decorated with chopped almonds, walnuts, raisins, or cherry bits. It can be added to ice creams, pie fillings, and puddings to enhance their taste and texture. It acts as a quick energy source and nutrition and a rich source of vitamin E, magnesium, and potassium, which assists in maintaining a healthy immune system. As it can be consumed by individuals suffering from celiac disease or gluten sensitivity, the demand for macaron is rising across the globe.

**Macarons Market Trends:**

At present, there is a rise in the demand for macarons among the masses around the world to avoid gluten. This, along with the thriving food and beverage (F&B) industry, represents one of the key factors supporting the growth of the market. Besides this, the increasing need for transparency of ingredients in desserts is offering lucrative growth opportunities to industry investors. In addition, key market players are preparing macarons with natural, additive-free, and organic ingredients. They are also using plant-based colorants to provide appropriate color to macarons, which is contributing to the growth of the market. Moreover, there

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

is an increase in the demand for keto macarons with low carbs and calorie content among health-conscious consumers across the globe. This, coupled with the rising awareness among the masses about the benefits of consuming macarons, is strengthening the growth of the market. Apart from this, the wide availability of macarons through online and offline distribution channels, along with increasing online shopping activities, is impelling the growth of the market. The growing utilization of macarons as a premium gift item is also offering a favorable market outlook. Additionally, the escalating demand for high-quality baked food products, along with inflating income levels of individuals, is positively influencing the market. Furthermore, the growing number of restaurants, cafes, and bakeries serving macarons is bolstering the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global macarons market, along with forecasts at the global, regional, and country level from 2025-2033. Our report has categorized the market based on product and distribution channel.

#### Product Insights:

- Basic
- Chocolate
- Strawberry
- Lemon
- Lavender Coconut
- Others

The report has provided a detailed breakup and analysis of the macarons market based on the product. This includes basic, chocolate, strawberry, lemon, lavender coconut, and others. According to the report, chocolate represented the largest segment.

#### Distribution Channel Insights:

- Supermarkets/Hypermarkets
- Convenience Stores
- Independent Retailers
- Online Channel
- Others

A detailed breakup and analysis of the macarons market based on the distribution channel has also been provided in the report. This includes supermarkets/hypermarkets, convenience stores, independent retailers, online channel, and others. According to the report, convenience stores represented the largest segment.

#### Regional Insights:

- North America
  - United States
  - Canada
- Asia Pacific
  - China
  - Japan
  - India
  - South Korea

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe was the largest market for macarons. Some of the factors driving the Europe macarons market included the increasing popularity of French cuisine, rising disposable income, and growing demand for gluten-free and vegan options.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global macarons market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies include Chantal Guillon, Dalloyau, Dana's Bakery, Jean-Paul Hevin, Jouer, Laduree, Maison du Chocolat, Olivia Macaron, Pierre Herme, Richart, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. How big is the global nanocellulose market?
2. What is the expected growth rate of the global nanocellulose market during 2025-2033?
3. What are the key factors driving the global nanocellulose market?
4. What has been the impact of COVID-19 on the global nanocellulose market?
5. What is the breakup of the global nanocellulose market based on the product type?
6. What is the breakup of the global nanocellulose market based on the application?
7. What are the key regions in the global nanocellulose market?
8. Who are the key players/companies in the global nanocellulose market?

#### Table of Contents:

- 1 Preface
- 2 Scope and Methodology
  - 2.1 Objectives of the Study

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
  - 4.1 Overview
  - 4.2 Key Industry Trends
- 5 Global Macarons Market
  - 5.1 Market Overview
  - 5.2 Market Performance
  - 5.3 Impact of COVID-19
  - 5.4 Market Forecast
- 6 Market Breakup by Product
  - 6.1 Basic
    - 6.1.1 Market Trends
    - 6.1.2 Market Forecast
  - 6.2 Chocolate
    - 6.2.1 Market Trends
    - 6.2.2 Market Forecast
  - 6.3 Strawberry
    - 6.3.1 Market Trends
    - 6.3.2 Market Forecast
  - 6.4 Lemon
    - 6.4.1 Market Trends
    - 6.4.2 Market Forecast
  - 6.5 Lavender Coconut
    - 6.5.1 Market Trends
    - 6.5.2 Market Forecast
  - 6.6 Others
    - 6.6.1 Market Trends
    - 6.6.2 Market Forecast
- 7 Market Breakup by Distribution Channel
  - 7.1 Supermarkets/Hypermarkets
    - 7.1.1 Market Trends
    - 7.1.2 Market Forecast
  - 7.2 Convenience Stores
    - 7.2.1 Market Trends
    - 7.2.2 Market Forecast
  - 7.3 Independent Retailers
    - 7.3.1 Market Trends
    - 7.3.2 Market Forecast
  - 7.4 Online Channel

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 7.4.1 Market Trends
- 7.4.2 Market Forecast
- 7.5 Others
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast
- 8 Market Breakup by Region
  - 8.1 North America
    - 8.1.1 United States
      - 8.1.1.1 Market Trends
      - 8.1.1.2 Market Forecast
    - 8.1.2 Canada
      - 8.1.2.1 Market Trends
      - 8.1.2.2 Market Forecast
  - 8.2 Asia-Pacific
    - 8.2.1 China
      - 8.2.1.1 Market Trends
      - 8.2.1.2 Market Forecast
    - 8.2.2 Japan
      - 8.2.2.1 Market Trends
      - 8.2.2.2 Market Forecast
    - 8.2.3 India
      - 8.2.3.1 Market Trends
      - 8.2.3.2 Market Forecast
    - 8.2.4 South Korea
      - 8.2.4.1 Market Trends
      - 8.2.4.2 Market Forecast
    - 8.2.5 Australia
      - 8.2.5.1 Market Trends
      - 8.2.5.2 Market Forecast
    - 8.2.6 Indonesia
      - 8.2.6.1 Market Trends
      - 8.2.6.2 Market Forecast
    - 8.2.7 Others
      - 8.2.7.1 Market Trends
      - 8.2.7.2 Market Forecast
  - 8.3 Europe
    - 8.3.1 Germany
      - 8.3.1.1 Market Trends
      - 8.3.1.2 Market Forecast
    - 8.3.2 France
      - 8.3.2.1 Market Trends
      - 8.3.2.2 Market Forecast
    - 8.3.3 United Kingdom
      - 8.3.3.1 Market Trends
      - 8.3.3.2 Market Forecast
    - 8.3.4 Italy
      - 8.3.4.1 Market Trends

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

8.3.4.2	Market Forecast
8.3.5	Spain
8.3.5.1	Market Trends
8.3.5.2	Market Forecast
8.3.6	Russia
8.3.6.1	Market Trends
8.3.6.2	Market Forecast
8.3.7	Others
8.3.7.1	Market Trends
8.3.7.2	Market Forecast
8.4	Latin America
8.4.1	Brazil
8.4.1.1	Market Trends
8.4.1.2	Market Forecast
8.4.2	Mexico
8.4.2.1	Market Trends
8.4.2.2	Market Forecast
8.4.3	Others
8.4.3.1	Market Trends
8.4.3.2	Market Forecast
8.5	Middle East and Africa
8.5.1	Market Trends
8.5.2	Market Breakup by Country
8.5.3	Market Forecast
9	Drivers, Restraints, and Opportunities
9.1	Overview
9.2	Drivers
9.3	Restraints
9.4	Opportunities
10	Value Chain Analysis
11	Porters Five Forces Analysis
11.1	Overview
11.2	Bargaining Power of Buyers
11.3	Bargaining Power of Suppliers
11.4	Degree of Competition
11.5	Threat of New Entrants
11.6	Threat of Substitutes
12	Price Analysis
13	Competitive Landscape
13.1	Market Structure
13.2	Key Players
13.3	Profiles of Key Players
13.3.1	Chantal Guillon
13.3.1.1	Company Overview
13.3.1.2	Product Portfolio
13.3.2	Dalloyau
13.3.2.1	Company Overview

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 13.3.2.2 Product Portfolio
- 13.3.3 Dana's Bakery
  - 13.3.3.1 Company Overview
  - 13.3.3.2 Product Portfolio
- 13.3.4 Jean-Paul Hevin
  - 13.3.4.1 Company Overview
  - 13.3.4.2 Product Portfolio
- 13.3.5 Jouer
  - 13.3.5.1 Company Overview
  - 13.3.5.2 Product Portfolio
- 13.3.6 Laduree
  - 13.3.6.1 Company Overview
  - 13.3.6.2 Product Portfolio
- 13.3.7 Maison du Chocolat
  - 13.3.7.1 Company Overview
  - 13.3.7.2 Product Portfolio
- 13.3.8 Olivia Macaron
  - 13.3.8.1 Company Overview
  - 13.3.8.2 Product Portfolio
- 13.3.9 Pierre Herme
  - 13.3.9.1 Company Overview
  - 13.3.9.2 Product Portfolio
- 13.3.10 Richart
  - 13.3.10.1 Company Overview
  - 13.3.10.2 Product Portfolio

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Macarons Market Report by Product (Basic, Chocolate, Strawberry, Lemon, Lavender Coconut, and Others), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Independent Retailers, Online Channel, and Others), and Region 2025-2033**

Market Report | 2025-01-10 | 128 pages | IMARC Group

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Electronic (PDF) Single User	\$2999.00
	Five User Licence	\$3999.00
	Enterprisewide License	\$4999.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Date

2025-05-06

Signature



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)