

North America Bakery Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Bakery Products Market size is estimated at USD 103.78 billion in 2025, and is expected to reach USD 114.81 billion by 2030, at a CAGR of 2.04% during the forecast period (2025-2030).

The bakery market in North America is driven by changing consumer trends for bakery products that offer high nutritional value and convenience. Growing consciousness regarding health, immunity, and energy boosts the demand for gluten-free protein baked foods. As of 2023, approximately 1% of the adult population in the United States had celiac disease, indicating increased demand for gluten-free bakery products. Ancient grains, organic grains, and custom blends of wheat flour are expected to record higher sales owing to the growing demand for health-promoting bakery products that are minimally processed with lesser preservatives, have lesser trans fats, are rich in protein, and have essential micronutrients.

Due to urbanization and the increase in the working population, the growth of out-of-home consumption is rising, increasing the demand for instant and nutritious bakery products. This trend is fueling the growth of bakery products in North America. Commercial bakeries, although fewer in numbers than retail stores, generate almost 80% of the total bakery market profits in the region. Commercial bakeries are well-established, with key players dominating the scenario, whereas retail stores are more fragmented. Also, the availability of various retail chains like supermarkets, hypermarkets, specialty stores, and online delivery boosts the market's growth.

North America Bakery Products Market Trends

Demand For Convenient and Healthy Snacking is Impacting the Demand for Morning Goods

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The demand for convenience snack products is growing rapidly due to changes in consumption patterns and increasing awareness about concepts like portion control. A calorie deficit dietary preference is driving a more significant number of brands to offer small/on-the-go consumption packs of bakery products. North American consumers are increasingly focusing on taste, health, and convenience, and grab-and-go bakery snacks are often picked by consumers to quench appetites on busy days or to replace their meals on hectic days. This drives the consumer to choose morning goods. The United States has become a nation of grazers, with people looking for solutions that fit their healthy lifestyles and elevated tastes. Snacks high in protein are gaining traction in the region, especially in the United States. In 2023, among US consumers, the consumption of protein-based snack products rose across all age groups, with the most prominent being among people aged 32-45 years. Protein pancakes were among this group's most favored snack products, underscoring the importance of protein for satiety and the morning meal.

Bakery products claiming to contain natural and organic ingredients witnessed increased demand in the United States. This concept has been evolving across other markets as well. Product launches with various label claims, such as no artificial additives, no preservatives, non-GMO, and reduced sugar, are becoming increasingly popular. As a result, the increased consumer demand for nutritious products and the rising clean-label claims on products accelerated the market growth in this region. Thus, the change in eating patterns and the growing preference for on-the-go snacks among North American consumers due to the evolution of work and home life are propelling the growth of bakery products in the region.

The US Market is Expected to Dominate the Regional Market

Health consciousness and indulgence are two parallel trends dominating the US bakery market. The demand for bakery products that can be rapidly prepared at home or grabbed on the go has increased in the United States due to an increase in busy lives and the desire for quick and simple meals. The growing working population and improving consumer lifestyles have enhanced the consumption of ready-to-eat (RTE) food products such as healthy bread, pizza rolls, chicken puffs, and muffins throughout the country. Further, the market is experiencing growth due to the increasing number of bakers in the country. This has resulted in a wider range of bakery goods and increased production capacity. The increase in the number of bakers also caters to the emerging trend of healthy snacking. This trend is fueled by the launch of products that contain wholegrain, high fiber, or other health-promoting ingredients.

Baked goods have very high permissibility, and American consumers prefer the occasional baked treat as part of their daily routine. In July 2022, the American Bakers Association reported that 84% of Americans considered it acceptable to occasionally treat themselves to baked goods like cookies, cupcakes, doughnuts, or pies. American Gen Z and millennial customers preferred baked goods such as pizza, flatbreads, wraps, and tortillas. Almost 90% purchased a selection of these products, according to the American Bakers Association. The need for convenience and frozen bakery products is increasing, driving market expansion.

North America Bakery Products Industry Overview

The North American market for bakery products is fragmented, owing to the presence of prominent regional and domestic players in different countries. Mergers, expansion, acquisitions, partnerships, and new product development are strategic approaches adopted by leading companies to boost their brand presence among consumers. Key players dominating the market include The Kellogg Company, Flower Foods Inc., Grupo Bimbo, SAB de CV, The J.M. Smucker Company (Hostess Brands), and Mondelez International Inc. Several manufacturers are focusing on online distribution channels for their online promotion, marketing, and branding of their products, to expand their geographic reach and increase their customer base.

Additional Benefits:

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

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