

## **Sourdough - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 139 pages | Mordor Intelligence

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### **Report description:**

The Sourdough Market size is estimated at USD 1.11 billion in 2025, and is expected to reach USD 1.56 billion by 2030, at a CAGR of 6.94% during the forecast period (2025-2030).

Sourdough bread, known for its lower gluten content and high prebiotic levels, promotes better digestion. The lactobacillus and wild yeast in sourdough neutralize phytic acid, making sourdough products-be it bread, buns, cakes, pastries, waffles, or cookies-more digestible than their regular counterparts. Additionally, sourdoughs boast essential nutrients like folic acid, magnesium, iron, B vitamins, and zinc, further enhancing their appeal to health-conscious consumers globally. These health benefits position sourdough products as a preferred choice, fueling their demand.

Additionally, the growing preference for sourdough, especially in pizzas, bread, and buns, due to its flavor and health advantages over regular bread, significantly bolsters market expansion. In response, key players are broadening their product lines to meet this rising demand. For instance, in June 2024, Puratos Group launched its Sourdough Institute in Sankt Vith, Belgium. The company highlighted the mission to harness the vast potential of sourdough. With masterclasses, online events, a unique Sourdough Library, and groundbreaking research, the Institute aims to "protect, research, and inspire" the global legacy of this cherished ingredient. Yet, it is crucial to note that the fermentation process in sourdough introduces live microorganisms, including bacteria and yeast. While beneficial for many, these can lead to adverse effects like bloating, headaches, and migraines in certain individuals. This potential drawback could temper the market growth in the coming years.

### **Sourdough Market Trends**

Rising Bread and Bun Consumption Fuels Sourdough Demand

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Health-conscious consumers are increasingly turning to sourdough, drawn by its health benefits, including better digestibility and a lower glycemic index compared to regular bread. The fermentation process in sourdough not only breaks down gluten but also enhances protein digestibility. Its unique flavor, marked by its tang and chewy texture, sets it apart in the bread and buns market. Its natural fermentation, unlike commercial yeasts, creates a taste that is challenging to replicate, leading to its rise in premium burger buns and gourmet breads.

Moreover, artisanal bakeries are seeking top-tier sourdough starters and pre-fermented doughs, broadening their bread selections. This has led to a surge in niche varieties, including rye, multi-grain, and spelt-based sourdoughs. As a result, the market for artisanal sourdough bread and buns is set to expand. For instance, in March 2023, Brakes Group, a United Kingdom-based food service wholesaler, launched a new range of artisan sourdough bread under its La Boulangerie brand.

Restaurants are increasingly utilizing sourdough bread for sandwiches, burgers, and side dishes, providing consumers with a healthier, premium alternative. This trend is anticipated to persist as consumers demand distinctive flavors, clean-label ingredients, and artisanal products. Such strategic initiatives are likely to propel the sourdough market, especially as businesses like restaurants, cafes, and hotels increasingly seek high-quality, artisanal bread products.

### Europe Dominates the Market

Across Europe, traditional sourdough cultures are gaining momentum, with companies investing in commercial applications and expedited solutions. Sourdough holds a cherished place in European bakery culture, supported by a vast consumer base. In response to this demand, manufacturers are producing specialty bread and bakery items using sourdough. The United Kingdom stands out as a prominent producer of baked goods, leading the bakery sector in Europe. Surveys indicate that consumers' preference for reduced sugar and calorie products is a primary driver of business growth, pushing manufacturers to prioritize these offerings and, consequently, boosting demand for low-calorie bakery raw materials.

Additionally, in France, bread is a dietary staple, often featured in nearly every meal, leading to daily bread purchases. French consumers predominantly lean towards artisanal bread from local bakeries, which are not only adhering to traditional loaves but also experimenting with diverse grains and alternative flours. This evolving trend presents an opportunity for manufacturers to supply sourdough to these artisanal bakeries. As per 2023 data from the United States Department of Agriculture, France's bakery industry boasted a turnover of USD 14.6 billion. Meanwhile, Germany's rich baking heritage, especially its acclaim for premium bread, continues to bolster the demand for sourdough. German consumers exhibit a pronounced preference for locally sourced, high-quality breads, particularly sourdough, underscoring the significance of quality ingredients in production. Statistisches Bundesamt data from 2023 revealed that Germany's production volume for fresh bread and bread rolls reached an impressive 5.09 million tons.

### Sourdough Industry Overview

The Sourdough market is competitive, with a mix of local and international players vying for a substantial share. These players employ diverse strategies, ranging from advertisements and brand building to upholding stringent food safety standards. Dominating the landscape are major players like Puratos Group, IREKS GROUP, Lallemand Inc., Lesaffre International Corporation, and Philibert Savours SAS. The growing presence of independent full-service restaurants, along with the surging demand for functional bakery products, presents lucrative expansion avenues. In response, market players are intensifying their competitive strategies, notably by launching new outlets and diversifying their product offerings.

Additional Benefits:

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- 3 months of analyst support

## **Table of Contents:**

### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET DYNAMICS

- 4.1 Market Drivers
  - 4.1.1 Emergence of Versatile Products in Snacking Culture
  - 4.1.2 Consumer Preference for Artisanal and Functional Baked Goods
- 4.2 Market Restraints
  - 4.2.1 Competition From Mass-produced Bread
  - 4.2.2 Impact of Raw Material Shortages and Supply Chain Disruptions
- 4.3 Porter's Five Forces Analysis
  - 4.3.1 Threat of New Entrants
  - 4.3.2 Bargaining Power of Buyers/Consumers
  - 4.3.3 Bargaining Power of Suppliers
  - 4.3.4 Threat of Substitute Products
  - 4.3.5 Intensity of Competitive Rivalry

### 5 MARKET SEGMENTATION

- 5.1 Application
  - 5.1.1 Bread & Buns
  - 5.1.2 Cakes & Pastries
  - 5.1.3 Pizza Base
  - 5.1.4 Others Applications
- 5.2 Geography
  - 5.2.1 North America
    - 5.2.1.1 United States
    - 5.2.1.2 Canada
    - 5.2.1.3 Mexico
    - 5.2.1.4 Rest of North America
  - 5.2.2 Europe
    - 5.2.2.1 Spain
    - 5.2.2.2 United Kingdom
    - 5.2.2.3 Germany
    - 5.2.2.4 France
    - 5.2.2.5 Italy
    - 5.2.2.6 Russia
    - 5.2.2.7 Rest of Europe
  - 5.2.3 Asia-Pacific

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- 5.2.3.1 China
- 5.2.3.2 Japan
- 5.2.3.3 India
- 5.2.3.4 Australia
- 5.2.3.5 Rest of Asia-Pacific
- 5.2.4 South America
  - 5.2.4.1 Brazil
  - 5.2.4.2 Argentina
  - 5.2.4.3 Rest of South America
- 5.2.5 Middle East and Africa
  - 5.2.5.1 South Africa
  - 5.2.5.2 United Arab Emirates
  - 5.2.5.3 Rest of Middle East and Africa

## 6 COMPETITIVE LANDSCAPE

- 6.1 Strategies Adopted by Leading Players
- 6.2 Market Positioning Analysis
- 6.3 Company Profiles
  - 6.3.1 Puratos Group
  - 6.3.2 IREKS Group
  - 6.3.3 Lallemand Inc.
  - 6.3.4 Lesaffre International Corporation
  - 6.3.5 Philibert Savours SAS
  - 6.3.6 Goodmills Group GmbH
  - 6.3.7 Ernst Bocker GmbH & Co. KG
  - 6.3.8 The Bakels Group
  - 6.3.9 Swiss Bake Ingredients Pvt. Ltd
  - 6.3.10 King Arthur Baking Company Inc.

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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