

**Desserts Market - Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Frozen Desserts, Baked Desserts, Dairy Desserts, Confectionery Desserts, Others), By Application (Food Service, Bakeries, Cafes, Household), By Region & Competition, 2020-2030F**

Market Report | 2025-05-16 | 181 pages | TechSci Research

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**Report description:**

**Market Overview**

The Global Desserts Market was valued at USD 143.63 billion in 2024 and is projected to reach USD 193.56 billion by 2030, growing at a CAGR of 5.16% during the forecast period. This growth is fueled by changing consumer preferences favoring indulgent, convenient, and diverse sweet offerings. With fast-paced lifestyles and a growing appetite for ready-to-eat products, consumers are increasingly drawn to desserts that deliver both flavor and convenience. The rise of digital retail platforms and the expanding popularity of desserts among all age groups are further boosting market demand. Companies are innovating to introduce new flavors, healthier options, and premium offerings tailored to various dietary needs. Packaging innovations are also enhancing the accessibility and appeal of dessert products, allowing brands to capture a broader customer base.

**Key Market Drivers**

**Changing Consumer Preferences and Lifestyles**

The global desserts market is significantly driven by evolving consumer habits and modern lifestyles. With busier schedules and a stronger inclination toward convenience, ready-to-eat dessert products such as packaged pastries, puddings, cakes, and frozen treats have become increasingly popular. Consumers also seek novelty in flavor and presentation, fueling the growth of fusion desserts and those with unique textures. Alongside indulgence, there's a notable shift toward health-conscious choices. Consumers are actively looking for desserts that align with specific health goals or dietary restrictions, including options that are gluten-free, dairy-free, vegan, or low in sugar and calories. This evolution in taste and health awareness has pushed manufacturers to diversify their offerings and invest in innovative, health-forward dessert alternatives.

**Key Market Challenges**

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## Health Concerns and Dietary Restrictions

The dessert market faces increasing challenges from growing health and wellness awareness. Many traditional dessert products are perceived as unhealthy due to high sugar, calorie, and fat content. This has led to reduced consumption, particularly among younger, health-aware demographics. With rising incidences of obesity, diabetes, and cardiovascular conditions, consumers are scrutinizing their dietary choices more closely. For manufacturers, the challenge lies in maintaining the taste and indulgence factor of desserts while offering healthier options. Low-sugar or sugar-free products may compromise flavor or texture, affecting consumer acceptance. Balancing health benefits with sensory appeal remains a key hurdle in product development and market expansion.

## Key Market Trends

### Health-Conscious Desserts and Alternative Ingredients

The market is witnessing a strong trend toward desserts that cater to health-oriented consumers. There's a rising preference for low-calorie, sugar-free, and natural ingredient-based products. Sweeteners such as stevia, erythritol, and monk fruit are gaining traction as alternatives to refined sugar. Desserts using natural sweeteners like honey and agave are also becoming more popular. Additionally, the demand for plant-based, gluten-free, and dairy-free desserts is on the rise, driven by consumers with dietary restrictions or lifestyle preferences. Vegan offerings-including non-dairy ice creams, eggless cakes, and plant-based pastries-are expanding rapidly across various regions. Similarly, keto-friendly desserts, which focus on low-carb, high-fat compositions, are gaining ground as more consumers adopt ketogenic and other specialized diets. These trends reflect the market's shift toward inclusive indulgence and clean-label innovation.

## Key Market Players

- Unilever PLC
- General Mills Inc.
- Sara Lee Frozen Bakery
- Nestle S.A.
- The Kraft Heinz Company
- Dunkin' Brands Group Inc.
- Mondelez International Inc.
- Danone S.A.
- Campbell Soup Company
- Blue Bell Creameries

## Report Scope:

In this report, the Global Desserts Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### - Desserts Market, By Type:

- o Frozen Desserts
- o Baked Desserts
- o Dairy Desserts
- o Confectionery Desserts
- o Others

### - Desserts Market, By Application:

- o Food Service
- o Bakeries
- o Cafes
- o Household

### - Desserts Market, By Region:

- o North America
  - United States
  - Canada

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- Italy
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- Spain
- o Asia-Pacific
- China
- Japan
- India
- South Korea
- Indonesia
- o South America
- Argentina
- Colombia
- Brazil
- o Middle East & Africa
- South Africa
- Saudi Arabia
- UAE
- Turkey

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Desserts Market.

#### Available Customizations:

Global Desserts Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

- Detailed analysis and profiling of additional market players (up to five).

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