

Report Information

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Artisan Bakery Market Research Report - Global Forecast till 2032

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Description:

Global Artisan Bakery Market Overview

Artisan Bakery Market Size was valued at USD 5.1 Billion in 2022. The artisan bakery market industry is projected to grow from USD 5.34 Billion in 2023 to USD 7.777 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 4.80% during the forecast period (2023 - 2032). The main market driver fueling market expansion is the expanding consumer desire for more delicious and genuinely produced bread.

Artisan Bakery Market Overview

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Artisan Bakery Market Trends

- **Growing trend for healthy eating is driving the market growth**

The demand for artisanal bakery products is rising due to the consumer trend towards healthy eating, also driving the market for artisanal bakeries. Because whole-grain bread is rich in fiber and other nutrients, consumers are becoming more aware of its health advantages. In order to produce bread free of preservatives, artificial colors, and flavors, artisanal bakers frequently employ organic, locally obtained ingredients and conventional baking techniques. This has increased the demand for artisanal bread and baked goods, especially among consumers who are health concerned, further boosting the artisan bakery market CAGR.

Another reason fueling the boom in the market for artisanal bakery goods is the desire to consume real food. Customers actively seek authentic food as their interest in different cultures and heritage grows. The majority of artisanal bakery products focus on items that are distinctive and represent their nation or region. These goods consist of bread, bagels, croissants, and other pastries. Such genuine goods attract to customers looking for real and meaningful dining experiences, which helps the market expand.

Consumers are becoming increasingly eager to spend money on high-end goods, and they are particularly willing to do so for goods made with care and high-quality ingredients, for the creation of artisanal baked goods, components such as natural sweeteners, premium flour, and other premium-grade ingredients are used, resulting in baked goods and bread that are more tasty and nutrient-dense. By placing quality over quantity, artisanal products set themselves apart from mass-produced goods and will likely continue to rise in popularity in the years to come. Thus, driving the artisan bakery market revenue.

Artisan Bakery Market Segment Insights

Artisan Bakery Types Insights

The artisan bakery market segmentation, based on types includes cakes and pastries, bread and buns, biscuits and cookies and others. The breads and buns segment dominated the market. Due to its vast availability, low cost, and adaptability, artisanal bread and buns is a basic item widely consumed worldwide. It is a handy and simple-to-make cuisine that may be consumed on its own or as a base for sandwiches, toast, and other foods.

Artisan Bakery Category Insights

The artisan bakery market segmentation, based on category, includes conventional and gluten-free.

The gluten-free category generated the most income due to rising health consciousness among individuals.

Artisan Bakery Distribution Channel Insights

The artisan bakery market segmentation, based on distribution channel, includes store based and non-store based. The store-based category generated the most income. Specialty stores, such as artisanal bakeries, offer a variety of bread and baked goods that are not often available in supermarkets or mass-market bakeries. These shops usually use traditional techniques and premium ingredients to prepare bread and baked goods with improved and distinctive flavors.

Figure 1: Artisan Bakery Market, by Distribution Channel, 2022 & 2032 (USD Billion)

Artisan Bakery Market, by Distribution Channel, 2022 & 2032

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Artisan Bakery Regional Insights

By region, the study provides the market insights into North America, Europe, Asia-Pacific and Rest of the World. The North American artisan bakery market area will dominate this market due to factors including rising consumer knowledge of health issues. A beneficial effect on the market in this region is also anticipated from consumers' propensity for quick snacks and meals.

Further, the major countries studied in the market report are The US, Canada, German, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

Figure 2: ARTISAN BAKERY MARKET SHARE BY REGION 2022 (USD Billion)

ARTISAN BAKERY MARKET SHARE BY REGION 2022

Source: Secondary Research, Primary Research, MRFR Database and Analyst Review

Europe artisan bakery market accounts for the second-largest market share. Europe is known for its long-standing bread-making and baking traditions. The baking legacy is continued through artisanal bakery made with traditional methods. Additionally, the market in the area is expanding due to the rising demand from local consumers for bread devoid of artificial flavors, additives, preservatives, and other additives. Further, the German artisan bakery market held the largest market share, and the UK artisan bakery market was the fastest growing market in the European region.

The Asia-Pacific Artisan bakery Market is expected to grow at the fastest CAGR from 2023 to 2032 because of rising demand for bakery items across food service channels, including hotel chains, restaurants, and cafes, as well as rising disposable income and changing lifestyles. This expansion will be fueled by increased demand for bakery items from developing nations like China, India, and Brazil. Moreover, China's artisan bakery market held the largest market share, and the Indian artisan bakery market was the fastest growing market in the Asia-Pacific region.

Artisan Bakery Key Market Players & Competitive Insights

Leading market players are investing heavily in research and development in order to expand their product lines, which will help the artisan bakery market, grow even more. Market participants are also undertaking a variety of strategic activities to expand their footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. To expand and survive in a more competitive and rising market climate, artisan bakery industry must offer cost-effective items.

Manufacturing locally to minimize operational costs is one of the key business tactics used by manufacturers in the artisan bakery industry to benefit clients and increase the market sector. In recent years, the artisan bakery industry has offered some of the most significant advantages to market. Major players in the artisan bakery market attempting to increase market demand by investing in research and development operations include Grupo Bimbo, S.A.B. de C.V. (Mexico), Aryzta AG (Switzerland), Corbion NV (Netherlands), Harry Brot GmbH (Germany), Lantmännen Unibake International (Denmark), Safinco NV (Belgium), R E Rich Family Holding Corporation (US), and Flowers Foods Inc. (US).

Packaged bakery items are produced, sold, and distributed by Flowers Foods Inc. Bread, buns, rolls, snack cakes and tortillas are all part of the business's product line. The brands it sells goods under include Nature's Own, Dave's Killer Bread, Wonder, Tastykake, Mrs. Freshley's, Evangeline Maid, Sunbeam Bread, and Mi Casa. Flowers Foods distributes its goods through various businesses, including mass merchandisers, dollar stores, dollar stores with fast service, convenience stores, restaurants, vending firms, and supermarkets.

Bakery products are produced and marketed by Grupo Bimbo SAB de CV. Its product line includes fresh and frozen sliced bread, buns, cookies, pastries, snack cakes, banderillas, pre-packaged foods, tortillas, muffins, bagels, salty snacks and confectionery items. Grupo Bimbo sells these goods under several different brand names, including Little Bites, BIMBO, Nature's Harvest, Maier's, Lumber Jack, Columbo, Old Style, Mother's, SaraLee, Colonial, Lara, Pullman, Vital, Rap 10, pinguions, nutrella, plusvita, Francisco, Tia Rose, Sanissimo, Stroehmann, and Oroweat, among others.

Key Companies in the artisan bakery market include

- Grupo Bimbo
- A.B. de C.V. (Mexico)
- Aryzta AG (Switzerland)
- Corbion NV (Netherlands)
- Harry Brot GmbH (Germany)
- Lantmännen Unibake International (Denmark)
- Safinco NV (Belgium)
- R E Rich Family Holding Corporation (US)
- Flowers Foods Inc. (US)

Artisan Bakery Industry Developments

February 2023: Dot Foods, Inc. and Tom Cat Bakery, Inc., a division of Yamazaki Baking Co., Ltd., joined up to distribute the company's artisanal goods across North America.

March 2022: The Pasadena branch of Tartine Bakery opens. The company decided to take this action to broaden its appeal to local customers. The company also sources its basic ingredients, such as cereals, to produce environmentally friendly goods from sustainable farms.

Artisan Bakery Market Segmentation

Artisan Bakery Types Outlook (USD Billion, 2018-2032)

- Cakes and Pastries
- Bread and Buns
- Biscuits and Cookies
- Others

Artisan Bakery Category Outlook (USD Billion, 2018-2032)

- Conventional
- Gluten-free

Artisan Bakery Distribution Channel Outlook (USD Billion, 2018-2032)

- Store-based
- Non-store-based

Artisan Bakery Regional Outlook (USD Billion, 2018-2032)

- North America
 - US
 - Canada
- Europe
 - Germany
 - France
 - UK
 - Italy

- Spain
- Rest of Europe
- Asia-Pacific
 - China
 - Japan
 - India
 - Australia
 - South Korea
 - Australia
 - Rest of Asia-Pacific
- Rest of the World
 - Middle East
 - Africa
 - Latin America

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