
Description: Frozen bakery is the fastest growing sector of the processed food industry with a market size estimated to reach USD 37.2 billion at a CAGR of 7.1% between 2014 and 2020. Frozen bakery accounts for 8% of the total frozen food market. The global market for frozen bakery additives is expected to reach USD 1.7 billion by 2020 with a growing CAGR of 6.9% from 2014 to 2020.

Global Frozen Bakery Additives Market Dynamics

The global frozen bakery additives market is driven by increasing consumer demand for processed foods, convenience foods, and bakery products. By using frozen bakery additives, bakery manufacturers provide retailers with ready to bake and ready to thaw frozen bakery products which maintain a longer shelf life and quality of the product. These products provide retail bakeries, grocery stores and cafes to tend to the customer requirements based on need with minimal food wastage costs. Also, expenses on equipment, production area, and personnel are removed thus, improving the retail EBITDA margins. However, the numerous of chemical and physical changes that take place during storage, which deteriorates the freshness and quality of the frozen bakery products pose a major constraint to the market.

Global Frozen Bakery Additives Market Segmentation

The frozen bakery additives market is segmented based on the function viz. emulsifiers, enzymes, flavors & colors, oxidizing agents, preservatives and reducing agents. Emulsifiers with their characteristic of increasing the shelf life of the product and enhancing the structure of the products account for a considerable market share. Additives are used for more than one function; lecithin functions both as an emulsifier and stabilizer and acids are used as preservatives and antioxidants. Frozen bakery additives find major applications in frozen bread, cakes, dough, pizza crusts and other frozen products.

Europe is the largest market followed by North America. The growth in North America is mainly due to change in lifestyles and high demand for processed foods. Europe is estimated to grow at a CAGR of 6.5% from 2014 to 2020. The frozen bakery additives markets are flourishing in the developed as well as the developing Asia, Latin America and Eastern European countries. Asia-Pacific is projected to see the fastest growth of 7.3% during the period as the region is seeing increased requirement for ready to eat foods due to demographic changes. The frozen bakery additives manufacturers in BRIC nations are restrained by the underdeveloped technological advancements in the manufacturing process.

Key Players in the Global Frozen Bakery Additives Market

The leading players in the market are Associated British Foods, ADM, DuPont, Paalsgard, Puratos, Sensient, Kerry Group, DDW, Lonza Group, David Michael and Co and others.

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