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Emerging Global Cookies Market Trend

Global Cookies Market: Brief Overview

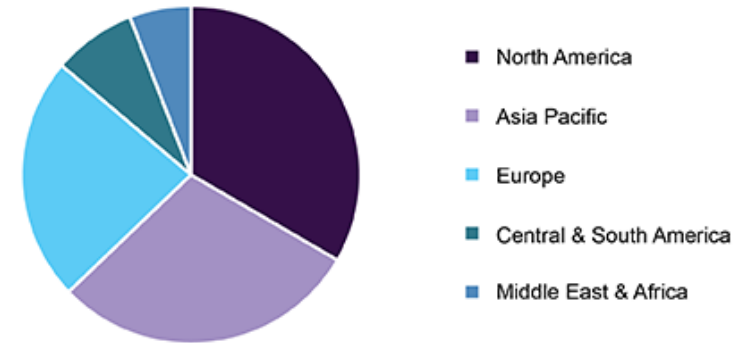


- Purely dependent on consumer indulgence, the global cookies market is seen as a major growing category in the biscuits segment.
- During 2019-2023, the global cookies market is expected to post a CAGR of more than 6% which the market size will increase by USD 19.85 billion during the forecast period.
- APAC, MEA, North America, and South America will develop quicker than the overall market whereas Europe market growth will be slower.
- Asia Pacific is expected to remain as the fastest-growing market at a CAGR of 6.8% from 2019 to 2025.

Global Cookies Market: Brief Overview



- In the years to come, the product demand will be driven by
 - i. Rapidly improving economic due to rising disposable income
 - ii. Urbanization
 - iii. Change of lifestyle
- thereby augmenting the overall market growth.



Global Cookies Market Share, by region, 2018 (%)

Market Dynamics



- Innovative packaging, new flavours, tastes, shapes, new technologies, and rising health consciousness among consumers are undoubtedly the reasons why cookies market are dominating the food industry.
- Not only that, the market for cookies is primarily growing due to consumer indulgence and the high-quality of ingredients used.
- Increasing urbanization in South America and the Asia-Pacific regions creates further scope for growth, due to change in demographics and high disposable incomes.

Market Dynamics



- Rapid growth in the number of cafés has boosted the cookie market globally, as consumers prefer a light snack to consume with hot beverages, such as tea or coffee.
- Convenience in storage and portability is the key that made cookie popular & serve as “on-the-go” snack among consumers.
- It has been observed that the younger population are more inclined towards purchasing cookies.

Key Drivers and Trends



- Rising consumer awareness in regards of the health implications of different ingredients is driving market vendors to focus on the production of **clean labelled cookies**.
- Clean labelled cookies are produced from minimal ingredients which are recognized and perceived as wholesome ingredients by consumers. With the rising popularity of clean labelled cookies, steady growth will be witnessed in the coming years.

Key Drivers and Trends



- The stringent regulations in countries such as the US, the UK, and Germany regarding product formulation and labelling will further lift the demand for clean labelled cookies.
- Consumers are also becoming increasingly aware of the health implications of artificial sugar, which have resulted in the increasing demand for cookies made from natural and healthy products.

Key Drivers and Trends



- The rising demand for natural and health-centric products will be one of the significant factors driving cookies market growth.
- To cater this, manufacturers are offering cookies made from nuts, dry fruits, superfood seeds, non-genetically modified organisms (GMOs), and other **organic ingredients** which provide high nutritional value to their products.
- The use of safe ingredients as well as **low sugar** and **low calorie** products are making cookies popular even with the health conscious consumers, the demand for **gluten-free cookies** will also witness a surge, owing to the changing lifestyle of the mass population.

Market Examples

1.0 Clean labels



Nana's Gluten Free Cookies

NO high fructose corn syrup, synthetic sugars, preservatives, hydrogenated oil, or artificial flavouring

Varieties: Cacao Nibs, Chocolate Chip, Coconut, Lemon, Snicker Doodle

Ingredients for Cacao Nib Flavour: Gluten Free Flour Blend (White Rice Flour, Brown Rice Flour, Potato Starch, Tapioca Starch, Xanthan Gum), Palm Oil, Cacao Nibs, Organic Cane Sugar, Evaporated Cane Invert Syrup, Pure Vanilla Powder (Dextrose, Extractives of Vanilla Beans), Baking Powder (Calcium Phosphate, Sodium Bicarbonate, Rice Flour), Baking Soda (Sodium Bicarbonate).



Sustainable Indulgence Premium Cookies

Dairy Free, Cholesterol Free, Soy Free, Preservative Free, Low Sodium

Varieties: Oatmeal Raisin, Chocolate Chipster, Pecan Maple Bliss, Walnut Chocolate Chip, Almond Chia

Ingredients for Chocolate Chipster: Gluten Free Flour (Garbanzo Bean Flour, Potato Starch, Tapioca Flour, Whole Grain Sweet White Sorghum Flour, Fava Bean Flour), Maple Syrup, Chocolate Chips (semi-sweet 55% Cacao, Organic Raw Cane Sugar, Organic Chocolate Liquor, Organic Raw Cane Sugar, Expeller-pressed Canola Oil, Cocoa Powder, Vanilla Extract, Organic Flax Seed, Baking Soda, Sea Salt).

1.0 Clean labels



Go Raw Sprouted Cookie

made with only five (or fewer!) simple, whole ingredients, sweetened with dates, and minimally processed—sprouted and dried, never baked or fried—for a slightly sweet, crunchy, better-for-you "no cheat" treat.

Varieties: Choco Crunch, Ginger Snap, Lemon Pie, Carrot Cake

Ingredients for Choco Crunch Flavour: Dates**, Sprouted Sesame Seeds**, Coconut (Unsulphured)**, Cacao**.

** Organic

Farm Boy Traditional Scottish Shortbread Cookies

Preservative Free, No Artificial Flavour and Colour

Varieties: Pure Butter, Lemon, and Raspberry White Chocolate Chip

Ingredients for Lemon Flavour: Enriched Wheat Flour, Butter, Sugar, Natural Lemon Oil.



1.0 Clean labels

Immaculate Gluten Free Cookie

Certified gluten free with no bleached flour, artificial flavours or preservatives & dairy free

Varieties: Double Chocolate & Chocolate Chunk

Ingredients for Chocolate Chunk Flavour: Semisweet Chocolate Pieces (Sugar, Unsweetened Chocolate, Cocoa Butter, Soy Lecithin, Natural Flavour), Palm Oil Shortening, Brown Sugar, Potato Starch, Sugar, Tapioca Starch, Rice Flour, Eggs, Invert Sugar, Water, Natural Flavour, Sea Salt, Xanthan Gum, Guar Gum, Baking Soda.



Buff Bake Protein Sandwich Cookies

NO artificial preservatives, sweeteners or flavourings!!

Varieties: Sweet & Salty, Snickerdoodle, Birthday Cake, Peanut Butter Cup, Double Chocolate

Ingredients: Whey (MILK) Protein, Peanut Butter, RSPO Palm Oil, Cane Sugar, GF Oat Flour, Natural Flavours, Sprinkles (Cane Sugar, Corn Starch, Palm Oil, Sunflower Lecithin, Natural Flavours & Colours, Carnauba Wax), Egg, Salt, Baking Soda.



2.0 Organic Ingredients



Emmy's Organic Coconut Cookies

USDA Certified Organic, Non-GMO Project Verified, Gluten-Free, Vegan, Soy-Free, Grain-Free

Varieties: Chocolate Chip, Dark Cacao, Vanilla Bean, Lemon Ginger, Peanut Butter

Ingredients for Lemon Ginger Flavour: Organic Coconut, Organic Agave Syrup, Organic Organic Almond Flour, Organic Coconut Oil, Organics Lemon Flavour (organic sunflower oil, organic lemon oil), Organic Lemon Peel Powder, Organic Ground Ginger, Organic Vanilla Extract, Himalayan Salt



Planet Organic Protein Cookie

An indulgent cookie with 5g of plant-based protein from brown rice, pea and chia.

Varieties: Triple Chocolate, Almond Butter & Choc Chip, Maple & Pecan

Ingredients for Maple & Pecan Flavour: Dates*, Gluten-free Oat Flakes* (23.5%), Maple Syrup* (14%), Coconut Oil*, Pecans* (7%), Cranberries* (Cranberries*, Apple Juice Concentrate*, Sunflower Oil*), Brown Rice Protein* (6%), Coconut Nectar*, Pea Protein* (2%), Chia Seeds*, Cinnamon*.

*Certified organic ingredients.

2.0 Organic Ingredients



Whole Kids Organic Cookies

No concentrates, nasty preservatives, colours, sulphites or flavours are added; it's all natural and organic.

Varieties: Vanilla Milk, Apple

Ingredients for Vanilla Milk Flavour: Organic Butter, Organic Flour, Organic Oats, Organic Coconut Palm Sugar, Organic Milk Powder, Organic Vanilla Extract, Baking Soda

Field Day Organic Chocolate Chip Cookies

These cookies are organic & free of unnatural and unnecessary additives.

Ingredients: Baking Soda, Natural Flavour, Organic Butter, Organic Cane Sugar, Organic Cocoa Butter, Organic Cream (Milk), Organic Expeller Pressed Sunflower and/or Safflower Oil, Organic Semisweet Chocolate Chips, Organic Soy Lecithin (Emulsifier), Organic Unsweetened Chocolate, Organic Vanilla Extract, Organic Wheat Flour, Organic Whole Eggs, Salt, Sea Salt



2.0 Organic Ingredients



Back to Nature Shortbread Cookies

These classic shortbread cookies contain only the finest organic ingredients and are baked to perfection. Made with organic enriched flour and organic butter, they melt in your mouth and are simply delicious!

Ingredients: Organic Unbleached Enriched Flour (Organic Wheat Flour, Niacin, Reduced Iron, Thiamine Mononitrate {Vitamin B1}, Riboflavin {Vitamin B2}, Folic Acid), Organic Butter (Organic Cream {From Milk}, Salt), Organic Cane Sugar, Sea Salt, Organic Vanilla Extract.



Barbara's Organic Snackimals Cookies

Crunchy cookies made with organic grains

Varieties: Oatmeal, Chocolate Chip, Vanilla

Ingredients for Oatmeal Flavour: Organic Unbleached Wheat Flour, Organic Peanut Butter (Roasted Peanuts), Organic Cane Sugar, Organic Expeller Pressed Sunflower or Safflower Oil, Organic Roasted Peanuts, Natural Flavour, Sea Salt, Baking Soda, Tocopherols, (Antioxidants to preserve freshness).

3.0 Low Sugar & Calorie



Orgran Cacao Sugar Free Cookies

Free from gluten, wheat, dairy, egg, nut, soy, yeast and GMO's. No added MSG and suitable for those following a Vegan/Vegetarian diet.

Ingredients: Maize Starch, Sweetener (Xylitol), Palm Vegetable Oil, Cocoa Mass (8.7%), Rice Flour, Buckwheat Grits (6.6%), Cocoa Powder (3.1%), Yellow Pea Flour, Cacao Nibs (2.9%), Dextrin, Chia Seeds (2.2%), Potato Starch, Tapioca Starch, Flavour (Natural Vanilla), Raising agents (Sodium Bicarbonate, Calcium Carbonate, Citric Acid), Emulsifier (Vegetable Derived Monoglyceride), Stabilisers (Guar Gum, Methylcellulose), Salt

Nui Low Carb, Keto-Friendly Cookies

They're sweet with only 1g of sugar and 2g net carbs per cookie.

Varieties: Chocolate Chip, Peanut Butter, Cinnamon Snickerdoodle, Double Chocolate

Ingredients for Chocolate Chip Flavour: Peanut Butter, Erythritol, Blanched Almond Flour, Grass Fed Butter, Egg Yolks, Egg Whites, Contains less than 2% of the following: Coconut Oil, Coconut Flour, Medium Chain Triglycerides, Monkfruit Extract, Vegetable Fibers (Citrus, Pea, Potato, Psyllium, Norwegian Kelp), Vanilla Extract, Cultured Milk Powder, Sodium Bicarbonate, Sea Salt, Sunflower Lecithin, Xanthan Gum, Guar Gum



3.0 Low Sugar & Calorie



Quest Nutrition Protein Cookie

Low in sugars & carbs, High Fibre

Varieties: Chocolate Chip, Chocolate Peanut Butter, Double Chocolate Chip, Oatmeal Raisin, Peanut Butter, Snickerdoodle

Ingredients for Oatmeal Raisin Flavour: Protein Blend (Milk Protein Isolate, Whey Protein Isolate), Soluble Corn Fiber, Butter (Cream, Natural Flavour), Palm Oil, Raisins, Erythritol, Oats, Natural Flavours, Calcium Caseinate, Water. Contains less than 2% of the following: Cinnamon, Sunflower Lecithin, Sea Salt, Baking Soda, Xanthan Gum, Steviol Glucosides (Stevia).



Bombbar Protein Cookie

No Sugar Added & Low Calorie, 25% Protein per Cookie

Varieties: Chocolate Brownie, Cherry, Blackcurrant-Bilberry, Orange-Ginger, Coconut, Pistachio

Ingredients for Cherry Flavour: Protein (Whey Protein Concentrate, Milk Protein Concentrate), Oat Bran (Contains Gluten), Isomaltoligosaccharide, Cherry, Water, Erythritol, Vegetable Oil, Egg Products (Egg Mixture), Salt, Natural Flavors, Sodium Bicarbonate (Baking Soda), Acidity Regulator - Citric Acid, Emulsifier (Soy Lecithin), Antioxidant (Ascorbic Acid), Sweetener - Sucralose, Preservative Agent (Potassium Sorbate).

3.0 Low Sugar & Calorie



Copper Street Twice Baked Cookies

With only 30 calories & 2g of sugar in each cookie why not indulge?

Varieties: Lemon Blueberry, Cinnamon Chocolate Chip, Orange Cranberry, White Chocolate Cherry

Ingredients for Lemon Blueberry Flavour: Unbleached Flour (Wheat Flour, Malted Barley), Pure Cane Sugar, Whole Eggs, Organic Non-GMO Canola Oil, Dried Whole Blueberries (Blueberries, Cane Sugar, Sunflower Oil), Cranberries (Cranberries, Cane Sugar, Grape and Blueberry Juice, Sunflower Oil), Non-GMO Dairy Free White Chips (Sugar, Sustainably Sourced Palm Kernel and Palm Oil, Natural Flavour, Sunflower Lecithin, Salt), Natural Blueberry Flavour, Natural Lemon Flavour, Natural Blueberry Powder, Aluminum Free Baking Powder (Sodium Acid Pyrophosphate, Baking Soda, Corn Starch, Monocalcium Phosphate).



Royal Cake Low-Calorie High Protein Cookie

0g sugar & 85 kcal per serving

Ingredients: Protein Complex (Egg White, Milk Protein, Pea Protein, Soy Protein), Sweetener (E968), Corn Flour; Rice Flour, Almond Flour; Milk Fat, Egg Yolk, Corn Starch, Coconut Flour, Coconut, Isomaltol Oligosaccharides (Prebiotic), Polydextrose Stabilizer (E1200); Inulin (Fiber); Moisture Retardant (E422); Food Salt; Baking Powder (E500ii); Natural Flavoring, Lecithin (E322).

4.0 Gluten-Free



Lucy's Gluten Free Cookies

Varieties: Chocolate Chip, Cinnamon Thin, Sugar Cookie

Ingredients for Chocolate Chip Flavour: Lucy's Blend™ (Gluten-Free Oat, Garbanzo/Chickpea, Potato Starch, Tapioca, Sorghum and Fava Flours), Organic Cane Sugar*, Vegan Chocolate Chips (Sugar, Unsweetened Chocolate, Dextrose, Cocoa Butter, Soy Lecithin and Natural Vanilla Extract), Soy Milk* (Contains Carrageenan), Molasses*, Sustainable Palm Fruit Oil, Expeller Pressed Canola Oil, Olive Oil, Filtered Water, Sunflower Lecithin, Non-Dairy Lactic Acid, Baking Soda, Vanilla Extract*, Potassium Bitartrate, Baking Powder, Xanthan Gum, Salt, Calcium Carbonate, Annatto Extract Colour, Cellulose Gum. All ingredients are from natural sources.

*Organic.



Tate's Bake Shop Gluten Free Chocolate Chip Cookies

Ingredients: Semi-Sweet Chocolate Chips (Sugar, Chocolate Liquor, Cocoa Butter, Milk Fat, Soy Lecithin [An Emulsifier], Vanilla, Natural Flavor), Rice Flour, Butter, Cane Sugar, Brown Cane Sugar, Eggs, Vanilla Extract, Baking Soda, Salt, And Xanthan Gum

4.0 Gluten-Free

Wow Baking Company Gluten Free Cookies

Varieties: Ginger Molasses, Snickerdoodle, Peanut Butter, Key Lime White Chocolate, Chocolate Chip, Lemon Burst

Ingredients for Lemon Burst Flavour: Gluten Free Flour (Brown Rice, Sweet Rice, Tapioca), Cane Sugar, Butter (Milk), Eggs, Corn Starch, Potato Starch, Vanilla, Lemon Oil, Cream Of Tartar, Xanthan Gum, Baking Soda, Salt, Citric Acid.



Goodie Girl Gluten Free Cookies

Varieties: Double Chocolate Chip, Toffee Crunch, Chocolate Chunk, Fudge Striped, Oatmeal Raisin, Cocoa Slims, Mint

Ingredients for Fudge Striped Flavour: Goodie Girl Flour Blend (Rice Flour, Corn Starch, Tapioca Starch, Non-Fat Milk, Potato Starch, Xanthan Gum), Dark Chocolate Flavoured Confectionery Coating [Sugar, Vegetable Shortening (Palm and/or Palm Kernel), Cocoa Processed with Alkali, Butter-Milk, Soy Lecithin (An Emulsifier), Natural Flavours], Oat Flour, Sugar, Palm Oil, Contains 2% or less of the following: Honey, Sodium Bicarbonate, Vanilla Extract, Salt, Ammonium Bicarbonate, Soy Lecithin.

4.0 Gluten-Free



Pamela's Gluten Free Crispy Cookies

Varieties: Chocolate Chunk, Chocolate Chunk Walnut, Ginger

Ingredients for Ginger Flavour: Organic Cane Sugar, Brown Sugar, Organic White Rice Flour, Organic Non-GMO Butter, Organic Eggs, Organic Crystallized Ginger, Organic Tiger Nut Flour, Ginger Spice, Guar Gum, Sea Salt, Baking Soda, Cloves, Cardamom.



Tesco Gluten Free Cookies

Varieties: White Chocolate & Cranberry, Dark Chocolate Ginger, Triple Chocolate



Schar Gluten Free Butter Cookies

Ingredients: Corn Starch, Butter(Milk), Corn Flour, Sugar, Soy Flour, Corn Syrup, Salt, Rice Starch, Modified Corn Starch, Leavening Agent (Ammonium Bicarbonate), Baking Soda, Natural Vanilla Flavouring, Citric Acid.

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