

High Protein Bakery Products Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Plant-Based & Alternative Proteins (Food & Beverage)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/high-protein-bakery-products-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 1.54 billion
Projected Forecast (2031)	USD 1.54 billion
Growth Rate (CAGR)	8.38 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in High Protein Bakery Products industry](images/chart_2.png)

![High Protein Bakery Products Market Size](images/chart_3.png)

![High Protein Bakery Products Market Share by Product Form, 2025](images/chart_4.png)

![High Protein Bakery Products Market Share by Distribution Channel, 2025](images/chart_5.png)

![High Protein Bakery Products Market Growth Rate by Region](images/chart_6.png)

![High Protein Bakery Products Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

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![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 1.54 Billion |
Market Size (2031) | USD 2.30 Billion |
Growth Rate (2026 - 2031) | 8.38 % |
Fastest Growing Market | Asia Pacific |
Largest Market | North America |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

High Protein Bakery Products Market Analysis by Mordor Intelligence
The high protein bakery products market size was valued at USD 1.42 billion in 2025 and estimated to grow from USD 1.54 billion in 2026 to reach USD 2.30 billion by 2031, at a CAGR of 8.38% during the forecast period (2026-2031). The high-protein bakery products market is expanding because protein fortification is no longer limited to sports nutrition shelves, and it is now treated as a core value cue in mainstream bread, cookies, and breakfast bakery products. AMF Bakery Systems stated in 2026 that 67% of consumers choose food based on health benefits, and it also identified protein as the most sought-after attribute in better-for-you bakery products, which helps explain why protein claims are moving closer to a baseline requirement in the category. The high-protein bakery products market is also benefiting from stronger demand for satiety-led and weight-management-oriented foods, which is pushing bakery makers to treat protein as a daily nutrition feature rather than an occasional indulgence. Regulatory support is also improving the backdrop for reformulation, as the FDA's updated healthy nutrient content claim has increased the incentive to add more protein, fiber, and whole grains to bakery products, aiming for stronger health positioning. The high-protein bakery products market is creating space for both branded bakers and ingredient suppliers, as newer protein systems from companies such as Burcon and Glanbia are expanding formulation options, even as cost pressure and texture performance remain the main barriers to faster adoption.

Key Report Takeaways* By product form, cookies and biscuits accounted for 41.09% of the high protein bakery products market size in 2025, while bakery premixes are projected to grow at a 9.58% CAGR through 2031.

* By protein source, animal-derived proteins held 57.96% of the high-protein bakery products market share in 2025, while plant-derived proteins are expected to grow at a 10.74% CAGR through 2031.

* By distribution channel, retail accounted for 67.87% of revenue in 2025, while foodservice is expected to grow at a 11.38% CAGR over 2026-2031.

* By geography, North America held 34.64% share in 2025, while Asia-Pacific is set to grow at a 9.25% CAGR through 2031.

Key Market Trends

Market Trends and Insights
Drivers Impact Analysis of High Protein Bakery Products Market*
Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Rising Consumer Preference For Protein-Enriched Diets | +2.0% | Global | Short term (≤ 2 years) |

Product Innovation Using Whey, Soy, Pea, Wheat, Chickpea, And Fava Bean Proteins | +1.5% | Global, strongest in North America and Europe | Medium term (2-4 years) |

Growing Demand From Cafés, QSRs, and Foodservice Chains For High-Protein Buns and Bread Bases | +1.2% | APAC core, spill-over to MEA | Medium term (2-4 years) |

Rising Demand For Weight Management and Satiety-Focused Bakery Products | +1.5% | North America and Europe, expanding to APAC | Short term (≤ 2 years) |

Increasing Launch Of Clean-Label and Functional Bakery Products by Food Manufacturers | +1.0% | North America, Europe | Short term (≤ 2 years) |

Advances In Functional Wheat Protein Isolates Enable Scale | +0.8% | North America, Europe | Long term (≥ 4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The high-protein bakery products market remains moderately fragmented, as large packaged bakers, protein-led specialty brands, and ingredient suppliers compete across different parts of the value chain. Grupo Bimbo is the largest bakery company in the broader sector, and its 2025 results showed a strategy built around nutritional reformulation, QSR expansion, and acquisition-led regional strengthening. The company stated that 98% of its daily consumption portfolio met its Positive Nutrition standard by 2025, which shows how large incumbents are aligning product development with stronger nutrition expectations across the bakery. Flowers Foods is also repositioning around premium health demand, and its 2025 innovation commentary made clear that higher-protein bread is now part of its wider growth agenda across established brands. The high-protein bakery products market, therefore, combines scale players with niche specialists, keeping the competitive field active across both finished goods and supporting ingredients.

Ingredient platforms are increasingly important in the high-protein bakery products market because finished product success depends heavily on how proteins behave in dough, batter, and baked textures. Glanbia Nutritionals has positioned its OvenPro system around bakery fortification that aims to improve texture outcomes, which highlights how ingredient suppliers are becoming strategic partners rather than simple raw material vendors. The American Society of Baking has also emphasized the role of PDCAAS-corrected protein values in label claims, which means compliance knowledge now matters alongside flavor and texture expertise. The high protein bakery products market is rewarding companies that can combine formulation science, regulatory accuracy, and scalable sourcing instead of competing on protein grams alone.

Several recent moves show how competition is evolving in the high protein bakery products market. Grupo Bimbo used acquisitions such as Wickbold in Brazil and Don Don in the Balkans during 2025 to strengthen regional bakery platforms while also expanding its nutrition-oriented operating base. Flowers Foods expanded its product pipeline in 2025 and 2026 around higher-protein and better-for-you bakery offers, which shows how incumbent scale is being applied to a more targeted nutrition message. Burcon's commercial launch of FavaPro in August 2025 shows that ingredient-side innovation is also shaping the field, because better plant protein options can change who is able to compete in finished bakery products. The high protein bakery products market is likely to remain open to new entrants, but the winners will be the players that manage protein quality, eating experience, pricing discipline, and channel fit at the same time.

High Protein Bakery Products Industry Leaders* Grupo Bimbo

* Aryzta AG

* Kodiak Cakes

* General Mills Inc

* Flowers Foods

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global High Protein Bakery Products Market Report ScopeHigh-protein bakery products are baked goods formulated with elevated protein content by adding animal- or plant-based protein ingredients to support nutritional and functional dietary needs. The high-protein bakery products market is segmented by product form, protein source, distribution channel, and geography. By product form, the market in

cludes bread and rolls, morning goods, cookies and biscuits, bakery premixes, and other high-protein bakery products. Based on protein source, the market is segmented into animal- and plant-derived proteins. By distribution channel, the market is segmented into foodservice and retail. The retail segment is further divided into supermarkets/hypermarkets, convenience/grocery stores, online retail stores, and other distribution channels. Geographically, the report covers North America, Europe, Asia-Pacific, South America, and the Middle East and Africa, with market sizes and forecasts for each region. For each segment, market sizing and forecasts have been done on the basis of value (USD).

By Product FormBread and Rolls |
Morning Goods |
Cookies and Biscuits |
Bakery Premixes |
Other High-Protein Bakery |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
| Rest of North America |
Europe | Germany |
| United Kingdom |
| Italy |
| France |
| Spain |
| Netherlands |
| Poland |
| Belgium |
| Sweden |
| Rest of Europe |
Asia-Pacific | China |
| India |
| Japan |
| Australia |
| Indonesia |
| South Korea |
| Thailand |
| Singapore |
| Rest of Asia-Pacific |
South America | Brazil |
| Argentina |
| Colombia |
| Chile |
| Peru |
| Rest of South America |
Middle East and Africa | South Africa |
| Saudi Arabia |
| United Arab Emirates |
| Nigeria |
| Egypt |
| Morocco |
| Turkey |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is driving demand for high protein bakery products in 2026?

Demand is being supported by broader health-focused food choices, stronger interest in satiety-led eating, and a shift toward protein as a core purchase criterion

on in everyday bakery.

How large is the global high protein bakery products space by 2031?

The high protein bakery products market size is expected to reach USD 2.30 billion by 2031, up from USD 1.54 billion in 2026, at an 8.38% CAGR over 2026-2031.

Which product form leads revenue today?

Cookies and biscuits led with 41.09% share in 2025 because they are easier to fortify, convenient for snacking, and more stable in texture than many bread formats.

Which protein source is growing the fastest?

Plant-derived proteins are projected to grow at a 10.74% CAGR through 2031 as manufacturers look for cleaner labels, lower allergen exposure, and more diversified sourcing.