

Baked Goods in Ireland

Market Direction | 2022-11-16 | 23 pages | Euromonitor

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Report description:

Customers purchased a variety of baked goods in 2022, with many searching for novel offerings and tasty flavours. Producers have embraced this trend. For example, Irish cake makers Ginger Bakers teamed up with Cumbrian brewery Lakes Brew Co to create a limited-edition chocolate and stout sponge. The collaboration between the duo is further cemented with the use of a signature design on their respective products, both featuring a work called Langdale Dawn created by Cumbrian artist Paul Bennett.

Euromonitor International's Baked Goods in Ireland report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baked Goods market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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