

Baked Goods in Switzerland

Market Direction | 2022-11-15 | 23 pages | Euromonitor

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Report description:

There was an increased focus on regional/local baked goods in Switzerland following the outbreak of Coronavirus (COVID-19), with consumers keen to support local producers. During the COVID-19 pandemic, there was strong development in terms of farmers' markets and direct sales of baked goods, specifically bread, from farms. This trend gathered pace in 2021. This resulted in leading grocery retailers like Migros Genossenschaftsbund and Coop Genossenschaft losing retail value shares in 2021, while...

Euromonitor International's Baked Goods in Switzerland 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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Euromonitor International
November 2022

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Bread posts a positive growth performance, supported by rising interest in specialised options

Inflationary pressure drives positive development in retail value terms as retail volume sales flatten

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