

Baked Goods in the Czech Republic

Market Direction | 2022-11-14 | 22 pages | Euromonitor

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Report description:

Baked goods is among the most affected packaged food categories in terms of the impact of the war in Ukraine and will record declining retail volume sales in 2022. This is due to the category's dependence on the most expensive commodities such as wheat and gas which have greatly increased the average unit price of baked goods. As such, lower-income households are reducing their purchases of category items, especially expensive ones like sweet cakes and pastries. Basic, essential items like bread...

Euromonitor International's Baked Goods in Czech Republic 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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Packaged flat bread benefits from interest in international cuisine

Health and wellness trend exerts a growing influence on demand and innovation

PROSPECTS AND OPPORTUNITIES

Slight retail volume decline expected as rising prices, trend for quality over quantity and shift to breakfast cereals limit demand

Consumer interest in novelty to drive further diversification of the offer

Strong prospects expected for pastries and premium dessert mixes as economic conditions improve

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