

## **Baked Goods in Finland**

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

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### **Report description:**

Baked goods and bread saw increasing sales during COVID-19 restrictions, with consumers in Finland spending more time in the household, eating breakfast and lunches. Having meals and snacks within the home has continued in 2022, however, retail volume sales are in decline as the competition from foodservice rises. Despite this, current retail value sales remain buoyant, impacted by increasing unit prices and inflation.

Euromonitor International's Baked Goods in Finland 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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November 2022

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