

## **Baked Goods in Serbia**

Market Direction | 2022-11-24 | 19 pages | Euromonitor

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### **Report description:**

Towards the end of the review period, a major shift was seen in the retail distribution of baked goods as markets, hypermarkets and convenience stores gained ground in the category, largely at the expense of food,/drink/tobacco specialists and small local grocers. One of the main background factors underpinning this trend was the fact that modern chained grocery retailers are increasingly installing bakeries in their outlets so as to be able to offer fresh unpackaged baked goods to their custome...

Euromonitor International's Baked Goods in Serbia 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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Consumers demand convenience as lifestyles return to pre-pandemic routines

Supermarkets and hypermarkets benefit from widening consumer demand

#### PROSPECTS AND OPPORTUNITIES

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Increasing health consciousness set to be hugely influential on category sales

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