

Baked Goods in the Netherlands

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

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Report description:

In 2022, retail volume sales of baked goods are expected to decline. This decline in volume sales is largely due to the base effect. Consumption of baked goods rose significantly during 2020 when Dutch consumers were confined to the home during the COVID-19 pandemic and ensuing lockdowns. As life resumes a sense of normalcy in 2022 and consumers spend more time outside of the home, demand is anticipated to decline. On the other hand, the increase observed in retail value sales is largely due to...

Euromonitor International's Baked Goods in Netherlands 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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BAKED GOODS IN THE NETHERLANDS

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Inflationary pressures contribute to value increase in baked goods in 2022, while volume sales record a decline

Growth for cakes with more sophisticated launches in line with consumer demand

Private label continues to gain retail value share from artisanal and branded rivals through the offer of healthy ranges at lower prices

PROSPECTS AND OPPORTUNITIES

Convenience, quality consideration and initiatives led by Albert Heijn to reduce food waste characterise the category over the forecast period

Wider distribution for ethnic breads such as pides in line with their growing popularity while protein-rich breads benefit from their health credentials

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