

## **Baked Goods in North Macedonia**

Market Direction | 2022-11-28 | 21 pages | Euromonitor

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### **Report description:**

Baked goods achieves marginal volume growth in 2022 as a result of the modest performance of leavened bread, which is the most significant category in both volume and value terms. Consumer demand is slowing as negative demographic developments are impacting the category's per capita growth potential, and at the same time, a growing number of consumers are reducing their carbs intake. However, as a result of the rising unit prices due to inflation, baked goods managed to turn the sluggish volume...

Euromonitor International's Baked Goods in North Macedonia 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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Euromonitor International  
November 2022

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