

**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 customer...

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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## Table of Contents:

Baked Goods in Serbia  
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### List Of Contents And Tables

#### BAKED GOODS IN SERBIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Price sensitivity leads sales of baked goods to shift towards modern retailers

Consumers demand convenience as lifestyles return to pre-pandemic routines

Supermarkets and hypermarkets benefit from widening consumer demand

##### PROSPECTS AND OPPORTUNITIES

Local players set to remain dominant due to low prices and understanding of local tastes

Increasing health consciousness set to be hugely influential on category sales

The accelerating pace of life set to support demand for convenient options

##### CATEGORY DATA

Table 1 Sales of Baked Goods by Category: Volume 2017-2022

Table 2 Sales of Baked Goods by Category: Value 2017-2022

Table 3 Sales of Baked Goods by Category: % Volume Growth 2017-2022

Table 4 Sales of Baked Goods by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Baked Goods: % Value 2018-2022

Table 6 LBN Brand Shares of Baked Goods: % Value 2019-2022

Table 7 Distribution of Baked Goods by Format: % Value 2017-2022

Table 8 Forecast Sales of Baked Goods by Category: Volume 2022-2027

Table 9 Forecast Sales of Baked Goods by Category: Value 2022-2027

Table 10 Forecast Sales of Baked Goods by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

#### STAPLE FOODS IN SERBIA

##### EXECUTIVE SUMMARY

Staple foods in 2022: The big picture

Key trends in 2022

Competitive Landscape

Channel developments

What next for staple foods?

##### MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2017-2022

Table 13 Sales of Staple Foods by Category: Value 2017-2022

Table 14 Sales of Staple Foods by Category: % Volume Growth 2017-2022

Table 15 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 17 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

Table 19 Distribution of Staple Foods by Format: % Value 2017-2022

Table 20 Forecast Sales of Staple Foods by Category: Volume 2022-2027

Table 21 Forecast Sales of Staple Foods by Category: Value 2022-2027

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Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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