

Baked Goods in Slovenia

Market Direction | 2022-11-28 | 22 pages | Euromonitor

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Report description:

The positive performance recorded in baked goods during 2022 can be attributed largely to the strong interest in baking and baked goods that many consumers have developed since the onset of the COVID-19 pandemic. Even though the baking fever that gripped Slovenia receded somewhat after COVID-19 control restrictions were lifted towards the end of 2021, the already elevated demand for sourdough bread has continued to rise. Crucially, as few consumers now have the time to spend at home baking bread...

Euromonitor International's Baked Goods in Slovenia 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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Consumers maintain their interest in baking and baked goods as life returns to normal
Traditionally high bread consumption supports category sales despite rising unit prices
Unpackaged cakes benefits from rising demand for indulgence

PROSPECTS AND OPPORTUNITIES

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A stagnant performance for cakes as the urge to socialise and celebrate recedes
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