

Baked Goods in Sweden

Market Direction | 2022-12-06 | 23 pages | Euromonitor

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Report description:

During the pandemic baked goods in Sweden were impacted the same way as many packaged goods categories, with baked goods seeing booming sales in 2020. This was largely due to the encouraged home seclusion measures which resulted in more sit-down breakfasts and socialising in the home rather than in cafes or other social settings. As such, not only essential baked goods like bread saw growth, but also indulgent categories like cakes and pastries. With the pandemic continuing to threaten the count...

Euromonitor International's Baked Goods in Sweden 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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Fading of pandemic leads to normalising baked goods volume sales

In-store bakeries benefit from demand for fresh-baked items and impulse purchases

Locally sourced items and sustainable packaging remain key trends in bread

PROSPECTS AND OPPORTUNITIES

Despite maturity, bread will continue to see growing volume sales thanks to its versatile use and more premium offerings

New launches will continue to support growth of popular tacos/tortillas category

Barbeque-focused breads expected to remain a major trend thanks to the growing popularity of socialising at home

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