

Europe Bakery Products Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

Key Highlights

The Europe bakery products market is projected to register a CAGR of 3.12% over the forecasted period.

Convenience and affordability are major factors supporting the demand for bakery products. Europeans give high importance to convenience while selecting food products. Consumers are greatly opting for baked products that are low in calories and taste the same as their traditional counterparts.

Consumers often perceive ingredients-level, value-addition, and gluten-free varieties as supporting higher demand. They are placing additional demand for products with vegetarian, ethical, and no preservative or additives claims, which are becoming very popular in this market.

The emerging markets of Eastern Europe are fuelling demand for biscuits and bread, and the developed markets of Western Europe are matured and saturated. Bread is the staple food in most countries in Europe. Organic bread and other bakery products also witness enhanced demand from health and wellness-oriented consumers.

As per the Department for Environment Food and Rural Affairs of the United Kingdom, the average per person per week purchase of bread in the United Kingdom in 2019/2020 stood at 524 g. Also, the bakery industry in Europe is constantly evolving with the launch of innovative bakery products, influencing consumer buying behavior and thus supporting market demand and growth.

Europe Bakery Products Market Trends

Augmented Demand for Convenient Food Products

Consumers' changing lifestyles are inducing them to opt for convenient food solutions. The hectic lifestyle of consumers is placing augmented demand for convenient food products and ready-to-eat food products such as bread, cookies, biscuits, frozen food products, cakes, etc. The major growing segment in the market is bread. The demand for bread containing fibre, whole grain,

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gluten-free bakery products, etc., supports the market's growth.

For instance, in April 2022, Warburtons, a UK bakery company, announced the debut of a new range of sliced loaves called Seeds & Grains, which will be available in recyclable paper packaging. Big 21, which contains 21 varieties of seeds and grains; Plant Power, a blend of pulses, grains, and seeds; and Make It Grain, which has Maris Otter barley malt grain, are the three new 700g loaves. The loaves are made entirely of wholemeal flour, are high in fibre and protein, and are low in saturated fat and sugar. The products will be wrapped in recyclable paper packaging that can be recycled at home with newspapers and cardboard. Furthermore, consumers are consuming healthy and fortified bakery products and are gaining immense popularity among consumers attributed to enhanced uptake in healthy lifestyle concepts. Manufacturers in the market are introducing bakery products in multiple categories, such as whole-grain, gluten-free, and other high-fiber products and are also coming up with healthy options, such as oat-containing cookies. Thus, all the above-mentioned factors support market demand throughout the forecast period.

Germany Witness a Significant Share in Europe Bakery Products Market

Germany is the major market share holder in the European bakery products market. The rising trend of snacking culture is leading to high consumption of bakery products in the country. Consumers seek healthier alternatives such as gluten-free bakery products or bakery products with omega-3 content, high fibre, whole grain bakery products, etc., to support the health and wellness trend. Furthermore, bakery products continue to enjoy the status of being household staples, and their sales are driven by the fact that they constitute a fundamental part of their diet. The consumption of packaged products is also rising among consumers. In addition, consumers are taking a great interest in plant-based food products and paying close attention to their sugar intake. Over the forecast years, this will likely enhance the country's demand for low-calorie or zero-sugar bakery products.

Europe Bakery Products Market Competitor Analysis

The European bakery product market is highly competitive, particularly with the significant presence of numerous global and regional players. Some major players in the Europe bakery product market are Grupo Bimbo, S.A.B. de C.V., Associated British Foods Plc, Mondelez International, Inc., Dr. Schar AG/SPA, and Alpha Baking Company Inc., among others. Most companies have invested heavily in R&D to develop products with added health benefits while providing better taste and texture. Partnership and agreement are the next preferred strategies among the companies operating in the market to develop innovative products and utilize the brand value and the effective distribution channel of the domestic players to market their products.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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