

## **Baked Goods in Austria**

Market Direction | 2023-05-09 | 21 pages | Euromonitor

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### **Report description:**

Baked goods, which mainly consists of bread sales, is already a highly mature category and is well established in Austria. Prior to the pandemic volume sales were already starting to decline due to optimal penetration and the fact some Austrian consumers were gradually trying to reduce their bread consumption for health reasons. The pandemic and resulting home seclusion helped support a temporary recovery in retail volume terms in 2020 and 2021 as consumers ate more meals at home. However, follo...

Euromonitor International's Baked Goods in Austria 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 2018-2022, 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 2027, 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 Austria  
Euromonitor International  
May 2023

### List Of Contents And Tables

#### **BAKED GOODS IN AUSTRIA**

##### **KEY DATA FINDINGS**

##### **2022 DEVELOPMENTS**

As prices soar volume sales slump

Healthy eating influencing demand for baked goods but desire for an occasional indulgence still persists

Local names lead while artisanal baked goods continue to dominate

##### **PROSPECTS AND OPPORTUNITIES**

Category maturity likely to limit growth opportunities

Stronger scrutiny on provenance can be an opportunity for baked goods manufacturers

The digital world offers new opportunities despite limited interest in buying baked goods online

##### **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 Sales of Pastries by Type: % Value 2017-2022

Table 6 NBO Company Shares of Baked Goods: % Value 2018-2022

Table 7 LBN Brand Shares of Baked Goods: % Value 2019-2022

Table 8 Distribution of Baked Goods by Format: % Value 2017-2022

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

Table 10 □Forecast Sales of Baked Goods by Category: Value 2022-2027

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

Table 12 □Forecast Sales of Baked Goods by Category: % Value Growth 2022-2027

#### **STAPLE FOODS IN AUSTRIA**

##### **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 13 Sales of Staple Foods by Category: Volume 2017-2022

Table 14 Sales of Staple Foods by Category: Value 2017-2022

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

Table 16 Sales of Staple Foods by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Staple Foods: % Value 2018-2022

Table 18 LBN Brand Shares of Staple Foods: % Value 2019-2022

Table 19 Penetration of Private Label by Category: % Value 2017-2022

Table 20 Distribution of Staple Foods by Format: % Value 2017-2022

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

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Table 22 □Forecast Sales of Staple Foods by Category: Value 2022-2027

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

Table 24 □Forecast Sales of Staple Foods by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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Market Direction | 2023-05-09 | 21 pages | Euromonitor

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