

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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