

## **Baked Goods in Finland**

Market Direction | 2023-11-23 | 22 pages | Euromonitor

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### **Report description:**

Baked goods saw increasing unit prices driven by inflation and growing production costs in 2023. The category also continued to see a normalising of demand, as volume sales moved back to foodservice and away from retail as the Coronavirus (COVID-19) pandemic faded. Nonetheless, cooking and baking at home remains a trend in Finland, albeit less so than during the pandemic, and easy-to-use products delivering convenience continue to have their appeal. For example, the local player Fazer Leipomot e...

Euromonitor International's Baked Goods in Finland 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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November 2023

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