

## **Baked Goods in France**

Market Direction | 2023-11-20 | 23 pages | Euromonitor

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### **Report description:**

Baked goods in France have shown some resilience over 2022/2023 with bread in particular remaining an essential part of the French diet, seeing growth in both current value and volume terms. Prices have risen due to an increase in both energy costs, raw materials and general inflation, with reports of some smaller bakeries being forced to stop baking every day to reduce their energy costs. Russia's invasion of Ukraine in early 2022 is a major factor behind the rising price of bread, with it havi...

Euromonitor International's Baked Goods in France 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
November 2023

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Cakes benefit from the ability to offer an affordable indulgence

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More variety expected to be seen in packaged cakes and pastries

Dessert mixes expected to benefit from investment in new product development

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