

Baked Goods in the Czech Republic

Market Direction | 2023-11-23 | 21 pages | Euromonitor

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Report description:

Retail sales of baked goods continued to decline in 2023 in the face of the still-elevated rate of inflation, which impacted the cost of living and caused consumers to rationalise their spending. This translated into a movement away from packaged baked goods towards cheaper unpackaged alternatives. This was in sharp contrast to the pandemic years, when there was a shift towards packaged baked goods, due to growing consumer hygiene concerns.

Euromonitor International's Baked Goods in Czech Republic 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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