

Baked Goods in Ukraine

Market Direction | 2023-11-24 | 23 pages | Euromonitor

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Report description:

During 2023, demand for bread continued to increase in Ukraine as government efforts to regulate the price of bread ensured that many of the products in the category remained affordable for the majority of Ukrainians. Indeed, the low average unit price of bread was a crucial factor as the category reversed the substantial retail volume declines recorded during the first year of the ongoing armed conflict in 2022 and recorded positive retail volume growth over the course of 2023. The aim of the U...

Euromonitor International's Baked Goods in Ukraine 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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