

## **Baked Goods in Greece**

Market Direction | 2023-11-27 | 22 pages | Euromonitor

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### **Report description:**

Inflation and regular price increases have significantly affected the baked goods category in 2023. Amid rising costs, bakeries suffered a significant drop in revenues, meaning price increases were essential as most players could not absorb the costs. Part of the lost turnover from stand-alone bakeries has been gained by in-store bakeries in supermarkets. Large supermarkets in the modern channel have in-store bakeries and typically offer products that are cheaper than traditional bakeries. Consu...

Euromonitor International's Baked Goods in Greece 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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