

Baked Goods in North Macedonia

Market Direction | 2023-11-28 | 19 pages | Euromonitor

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Report description:

Baked goods achieves minimal volume growth as leavened bread, which is the most significant product range within the category, achieves modest retail volume growth in 2023. Consumer demand in retail volume terms continues to slow as a result of the shrinking consumer base due to negative demographic growth. Also, the health and wellness trend is impacting consumption patterns, especially among younger consumers who are reducing their carbohydrate intake. Nonetheless, due to rising unit prices am...

Euromonitor International's Baked Goods in North Macedonia 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

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reliable information resources to help drive informed strategic planning.

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November 2023

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Increasing popularity of packaged flat bread and frozen backed goods in 2023
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