

Baked Goods in Singapore

Market Direction | 2024-01-24 | 22 pages | Euromonitor

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Report description:

While retail volume sales of baked goods only recorded marginal growth in 2023, the category experienced strong retail current value growth, mainly due to unit price increases. The average unit price of baked goods continued to grow steadily in 2023 due to the high inflationary impact felt by bakery products as a result of multiple "high risk" ingredients, including wheat flour and sugar.

Euromonitor International's Baked Goods in Singapore 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 2019-2023, 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 2028, 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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