

## **Baked Goods in Sweden**

Market Direction | 2024-11-14 | 22 pages | Euromonitor

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### **Report description:**

Baked goods in Sweden is characterised by heavy competition and maturity at the end of the review period. In order to stand out, players must deliver flavour and a mouthfeel experience. Furthermore, added-value features, such as those inspired by the health and wellness trend, help to drive retail value growth. It is also noteworthy that bread has performed well during 2024, to return baked goods as a whole to retail volume growth. Bread has benefited from the popularity of sandwiches as a snack...

Euromonitor International's Baked Goods in Sweden 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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