

## **Baked Goods in the US**

Market Direction | 2024-11-15 | 27 pages | Euromonitor

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### **Report description:**

In 2024, the ongoing trend of solid retail current value growth coupled with declining retail volumes is set to continue to characterise baked goods in the US. A key factor behind this is the steady rise in unit prices across various product categories, which has strained consumers' budgets. As a result, financially stretched shoppers have become more selective in their purchasing decisions. This price sensitivity has been particularly evident in non-essential categories such as cakes, in which...

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

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**Table of Contents:**

Baked Goods in the US  
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List Of Contents And Tables

**BAKED GOODS IN THE US**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Values are up, yet volumes decline in 2024  
Trends towards functionality and sustainability in baked goods  
Competitive landscape becomes more polarised

**PROSPECTS AND OPPORTUNITIES**

Food insecurity to play into baked goods  
Value-seeking behaviour to continue amongst consumers  
GLP-1 drugs might impact baked goods

**CATEGORY DATA**

- Table 1 Sales of Baked Goods by Category: Volume 2019-2024
- Table 2 Sales of Baked Goods by Category: Value 2019-2024
- Table 3 Sales of Baked Goods by Category: % Volume Growth 2019-2024
- Table 4 Sales of Baked Goods by Category: % Value Growth 2019-2024
- Table 5 Sales of Pastries by Type: % Value 2019-2024
- Table 6 NBO Company Shares of Baked Goods: % Value 2020-2024
- Table 7 LBN Brand Shares of Baked Goods: % Value 2021-2024
- Table 8 Distribution of Baked Goods by Format: % Value 2019-2024
- Table 9 Forecast Sales of Baked Goods by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Baked Goods by Category: Value 2024-2029
- Table 11 □Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

**STAPLE FOODS IN THE US**

**EXECUTIVE SUMMARY**

Staple foods in 2024: The big picture  
Key trends in 2024  
Competitive landscape  
Channel developments  
What next for staple foods?

**MARKET DATA**

- Table 13 Sales of Staple Foods by Category: Volume 2019-2024
- Table 14 Sales of Staple Foods by Category: Value 2019-2024
- Table 15 Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 16 Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 18 LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 19 Penetration of Private Label by Category: % Value 2019-2024
- Table 20 Distribution of Staple Foods by Format: % Value 2019-2024
- Table 21 Forecast Sales of Staple Foods by Category: Volume 2024-2029

Table 22 □Forecast Sales of Staple Foods by Category: Value 2024-2029

Table 23 □Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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