

Baked Goods in the Netherlands

Market Direction | 2024-12-05 | 22 pages | Euromonitor

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Report description:

Cakes and pastries have continued to thrive in the Netherlands in 2024, despite ongoing efforts by government organisations to encourage the consumption of healthier, whole foods. When consumers opt for these products, their primary concern is not health but indulgence. Choices in this category are overwhelmingly dictated by taste and the desire for a treat, often associated with celebrating special occasions or enjoying a moment of luxury. For many, pastries, in particular, represent an "afford...

Euromonitor International's Baked Goods in Netherlands 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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