

Baked Goods in Canada

November 2024

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Baked Goods in Canada - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume returns to positive growth, thanks to strong baseline demand

Bread sees the strongest sales, supported by the rising demand for unpackaged flat bread

Private label and artisanal appeal to consumers of baked goods

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Baked goods set to see ongoing positive growth, supported by baseline demand Health and wellness trends will continue to inspire innovations in baked goods Foodservice sales will maintain small positive gains

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